**Subject: Avoid These Common Branding Mistakes At All Costs**

Dear NAME,

Mistakes are part of life. We all make them and if you’re pushing your limits and trying hard to learn and grow, you’re going to make mistakes – maybe more than the average person who isn’t taking big risks.

The good news is that as long as you keep your branding goals in mind and you stay organized, branding mistakes won’t happen. That being said, it makes good sense to be aware of the common branding mistakes so you know what to look out for.

**#1 Not Staying True to Your Brand Guidelines**

Your brand should permeate everything that you do. It should be part of your email marketing, customer service, website layout and design, social media interactions and every single communication or interaction you have with customers or prospects.

Make sure that your brand is considered as you’re creating your marketing materials, content, customer service feedback and any other interaction with your audience.

**#2 Not Keeping Your Branding Simple (Streamlined)**

It’s easy to get carried away with your brand. However, the simpler your message, the easier it will be for your audience to “get it” as well as to recognize it, believe it, trust it and engage. If your branding is overly complicated, you may confuse your audience. Clean and simple elements are most memorable – the Nike swish is a perfect example of simplicity.

**#3 Not Being Specific**

Simple doesn’t mean vague. Make sure that your branding is specific and clear. Generic branding isn’t memorable. Strive to make sure your branding is clear including your logo, tagline and any relevant imagery.

It’s also a good idea to track your brand to see how others are using it and perceiving it. Make sure your message is being received accurately.

Maintain systems that ensure you’re consistently communicating your brand. And when you do decide to make changes to your brand, make them slowly and deliberately. Rebranding your business is risky but it can be done when it’s approached strategically.

Of course, you can avoid having to rebrand if you take the time to create a thoughtful and powerful brand. Once you have a brand definition and you’ve created the framework for branding, you can begin to set goals and market your brand.