

Chelsea Roadman's
KEYS TO BETTER

BRANDING

HOW DO BRANDS BECOME SUCCESSFUL?

CHELSEAROADMAN.COM

B. BOIL DOWN TO
BASICS:
THERE SHOULDN'T BE MUCH IN
YOUR PLATE TO BOIL

R. REACH FOR
RESULTS:
BE REALISTIC,
BUT A LITTLE LOFTY TOO

A. ASK FOR ANSWERS:
"IT'S WHAT YOU LEARN AFTER YOU
KNOW IT ALL THAT COUNTS."

N. NETWORK
ON THE NET:
NEVER BE ASHAMED TO HAVE CONNECTIONS

D. DESIGNATE
"DESIGN MONITORS"
HALL MONITORS? SO JUNIOR HIGH!
MONITOR YOUR BRAND LIKE THE CELEBRITY IT IS

S. STRATEGIZE
YOUR SUCCESS
PATIENT PLANNING = PROFIT

Chelsea Roadman
PUBLIC RELATIONS BRANDING