

## Talking Up Your Business

Peter Quarry interviews Carolyn Stafford, Director connectmarket.com.au

Psychologist Peter Quarry and Carolyn Stafford, author of 'Small Business, Big Brand', discuss verbal branding, an undervalued aspect of marketing. This program investigates the way we talk about our jobs and workplaces; and the numerous opportunities that arise in casual interactions to 'talk-up' our company and generate business.

### Branding

- More than just a mark of ownership.
- Tangible and intangible.
- Branding is more than a logo, incorporates emotional response.

### Verbal Branding

- Four aspects to branding: verbal, visual, experience, personal.
- Verbal branding is the most missed.
- Need to create something in the business that is worth talking about.

### What to Say....?

- Response should be positive, authentic and passionate.
- Consider the benefits involved in your work.

### Techniques

- Response can reflect how you feel about yourself.
- Be positive and use positive language.
- Consider the effects of your words and whether you are closing a conversation e.g. busy.

