

Interview Topic:

“The Top Branding Mistakes Companies Make”

Avoiding Them Can Mean the Difference Between Success and Failure

Possible Interview Questions:

1. What makes you an expert in branding mistakes that companies make?
2. When are most of these mistakes made... primarily at the *start-up* of a new company/brand, or later on?
3. You have managed brands across 50 countries and 4 continents – what are some of the biggest branding mistakes you have seen companies make?
4. *[You may proceed to ask me as many of the top 10 branding mistakes as we have time for within the interview]*

Note to Interviewer: For your information, here are the top 10 branding mistakes I will share:

- *Getting creative with your company name.*
- *Forgetting that YOU are your brand.*
- *Not confirming that a need for your product or service truly exists.*
- *Not making the tough choices required to really target your marketing.*
- *Not being realistic about your competition.*
- *Not being consistent in your communications.*
- *Not choosing the right team members to reflect your brand.*
- *Forgetting that your brand image extends to your employees, not just your customers.*
- *Not making tough choices about your brand’s offerings/benefits.*
- *Not making your business something you love to do.*

[You can ask me questions about as many as you would like.]

5. Any last words of wisdom to share with the audience?

Brenda S. Bence is an internationally-recognized branding expert, certified executive coach and award-winning author of the **How YOU™ Are Like Shampoo** personal branding book series. With an MBA from Harvard Business School, Brenda spent the first 20 years of her career building mega brands for Fortune 100 companies across four continents and 50 countries. Now, as President of her own business - Brand Development Associates International - Brenda helps companies and individuals achieve greater success through building powerhouse corporate and personal brands.



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