

Owner to Owner Podcast Notes



Communicating Your Business Brand

Episode #34

Summary:

Felicia Harris, Founder, and CEO of EverythingHR and EverythingHR Financial Services interview Mark S. Lee, President & CEO of The LEE Group (TLG), MI LLC, an independent integrated marketing consulting firm in Plymouth, Michigan that provides marketing, branding and communication solutions to clients. Mark S. Lee is also a noted public speaker, an adjunct professor for marketing at Eastern Michigan University, and also has two radio shows, that focus on entrepreneurship and small business development called “Small Talk with Mark S. Lee,” and a general interest show called “In the Conference Room with Mark S. Lee.” Mark S. Lee discusses the key questions to ask to refine your brand, how to handle new products and services, ways to communicate your brand, and how to go about rebranding.

Episode Highlights:

- Mark S. Lee shares his education and career expertise.
- Mark gives out business stats on Detroit, Wayne County, and Michigan.
- What advice does Mark S. Lee give about branding?
- Should your business plan be a living document that you reevaluate constantly?
- What if a business is holding onto products and services that aren't bringing in revenue?
- How often should you bring out new products and services that align with your brand?
- Does he have an opinion on customer surveys?
- What is the best way to communicate our brand utilizing the technologies we have today?
- How often should you communicate with customers without overdoing it?
- Is there a difference when your newsletter is an information service versus a sales tool?
- How can you communicate a name and brand change?
- When it comes to logos, what would Mark S. Lee recommend?
- What are some of the services that The LEE Group can provide to small businesses?
- Mark talks about his business radio show “Small Talk with Mark S. Lee.”

3 Key Points:

1. Detroit has over 62,000 small businesses and is the 4th largest in the country for entrepreneurship. Wayne County is the 2nd largest county in the country for women business owners, while Michigan is the 9th biggest state for women business owners.
2. 20% of your products and services are bringing in 80% of your revenue.
3. 50% of businesses won't last a year and 80% of businesses won't last beyond 18 months.

Tweetable Quotes:

- “What do you want to represent? See, the brand is an extension of you. The brand represents your organization. It is something that you want to deliver. It is more than just a product. It is your personality.” – Mark S. Lee
- “When you think about your brand, what makes you different? Why do people want to work with you?” – Mark S. Lee

Resources Mentioned

Podcast

<http://elshaddaiconsulting.net/everythinghr-owner-to-owner-podcast.html>

Twitter

<https://twitter.com/everythinghr1>

LinkedIn

<https://www.linkedin.com/company/everythinghr1/>

Connect with Felicia Harris

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