



Brand identity and marketing design strategist

Speaking client list

The Belmont Chamber of Commerce

Biz Growth Live

Palo Alto Mothers' Club - Entrepreneur Chapter

Professional Association of Secretarial/ Desktop Publishing Services (PASS)

WECAI eWednesday Chat

Women's Community

Women In Consulting South Bay

Women In Consulting San Francisco

The UpLevel Intensive, UpLevel Strategies

Erin Ferree is a brand identity and marketing design strategist who creates big visibility for small businesses. Through her customized marketing and brand identity packages, Erin helps her clients discover their brand differentiators, then designs logos, business cards, and other collateral materials and websites to reflect that differentiation, as well as to increase credibility and memorability. Hundreds of small business owners and corporate entities across the US and Canada have relied on Erin to create content and visuals that support their brands.

As the owner of **elf design**, Erin is passionate about helping small business owners stand out in front of their competition and attract more clients. As an expert in designing logos, marketing materials and websites as well as in search engine optimization, Erin empowers her clients to connect with their best clients.

The author of "**Stand Out: Differentiate Your Business To Build A Solid Foundation For Your Business Brand**," and 5 other eBooks on graphic design and search engine optimization, Erin delivers high impact talks about marketing strategies and collateral materials that every small business owner needs to know. Erin is also an award-winning, published designer—seven of her logos are featured in *American Corporate Identity 21*, and 30 of her logo designs are featured in *The Big Book of Logos #5*, by David E. Carter.

ERIN'S MOST REQUESTED TALKS

All talks are fully customizable for your audience and your meeting format and schedule. Erin has spoken live at events all around the San Francisco Bay Area, and has presented teleclasses for both U.S.-based and international audiences.

Brand Design For Your Bottom Line

Creating a Brand Identity for your business is one of the easiest ways to build big-business credibility for a small business. A professional brand identity communicates your company's purpose and promises, increases your memorability and drives sales.

Erin will help you with the 5 stages of your brand design, so that you know what you need to make your business's brand more effective. She'll discuss the way you:

1. Define Your Unique Position to the World
2. Design Your Logo and Brand Identity
3. Develop Your Website and Marketing Communications Collateral
4. Distinguish Your Offerings from the Crowd
5. Direct the Use of Your New Brand So That it Can Reach Its Fullest Potential

How to Make Your Business STAND OUT From the Competition

You go to a networking function and come home with a collection of business cards and brochures. How many of those people do you actually remember, and how many of their cards compel you to want to learn more?

It's not enough to attend a networking function, introduce yourself and your profession, and expect a new client to call you as a result. If you are in business, and especially if you're in a field where many people are offering similar or competing products or services (such as a coach, chiropractor, financial advisor, Realtor, etc.), you've got to do everything in your power to make yourself and your business stand out. The answer is to harness the **Power of Differentiation**. In this talk, Erin will share the best ways to determine your differentiators and use those points to differentiate yourself from your competition and attract the greatest mindshare in the marketplace.

"Erin is an expert on the topics of Search Engine Optimization and Ranking. She keeps herself constantly up to date on what needs to be done to help others locate your website. After hearing her speak, I now have the tools necessary in order to successfully revamp my site."

—Gayle Bu, Bu Virtual Office Services

"Erin, I just wanted to say thank you for such a great verbal networking event with WECAI and Heidi Richards about branding. The information that you provided was very helpful to me and I am planning on contacting you after this chat because it was things that I didn't think about but is vital to our business."

—Teresa Morrow, Morr Service

"Really enjoyed the program on branding at the eWednesday Chat. Erin Ferree is a real pro and focused on the vital components of creating a brand that works for your business. Thanks for bringing her on board."

—Rosalind Sedacca CCT

I really enjoyed your branding presentation last week! As a new business owner, I found the five-step system to be incredibly helpful. Your presentation outline captured many details; yet wasn't so overwhelming as to seem undoable.

—Lee Sahlaney, consultant

Refresh Your Website — Easily.

Is your website looking old and tired? Like it was designed in 1999?

Are you embarrassed to hand out your business cards, because new contacts might notice your website address at the bottom of the card and actually go there? Are you tired of apologizing for the inaccurate information and has-been graphics on your business's website?

Clients look to your website to provide the basis for their evaluation of your brand's credibility. Make sure your site is in top shape and looks impressive, so your clients believe your business is successful and current on industry issues.

Keeping your website current and fresh-looking doesn't have to be a chore. In this talk, you'll learn 10 easy, inexpensive tricks of the trade that you can use to take that not-so-fresh website and bring it up to date. We'll focus on the three major components of a website — the design, the copy and the functionality of the website. We'll discuss many different aspects of these components that could be the culprit that's sabotaging your website. And, we'll talk about how to fix each problem.

You'll walk away with specific ways to diagnose the issues on your own website, how to prioritize those issues, and how to actually get the changes made in an affordable, fast, and simple way.

Raise Your Ranking: How Small Businesses Can Get Attention From The Search Engines

You've designed your web site. Now what? Erin shares the strategies that top level marketers employ when marketing online. A large variety of strategies are discussed, from conducting link exchanges with specific organizations that will increase your positioning, to search engine optimization. You will learn about submitting your site to search engines, writing articles, creating email newsletters, and much more—all of which lead traffic back to your site.

To book Erin Ferree at your next event or for a teleclass:

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