

## A Business Logo is Very Important – by Lisa Pages

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**"People are afraid of bears and bulls! From now on,  
our brokerage will use bunnies and kittens."**

Hi everyone, I hope your week is going well. Everyone always asks me if they really need a logo for their business. The answer is absolutely yes, you need a logo! Every established company has a logo. Think of all the retail stores you visit. I bet every one of them has a logo of some kind; even if it's just their company name in a fancy font.

Your customers will remember you better with a logo. Most people don't remember names, but they remember pictures or symbols. They can associate your logo with your business a lot easier. Some people remember the logo of a business and don't even know the name of the business. That's because pictures stand out before words. Thus a major reason you need a logo for your business. Even your ebay auctions will sell better if you have a business logo on your auction pages.

It's okay if your first logo doesn't stick. Lots of companies change their logo through the years. It's called "changing with the times". They don't change their logo drastically. But it is usually enough for their old customers to notice. It is usually a logo that will also attract new customers. Think about companies like Pepsi and Coke. They have changed their logo, just a little bit on a few occasions through the past 50+ years.

Logo's can make or break your business. If your logo is big and ugly, a customer might remember you as such. If your logo is smart and to the point, a customer might be more attracted

to do business with you. Logos have proven to work very well and that is why every major business out there has one.

It's all about memory. The human mind will remember symbols and pictures before they will remember a name. So it's nothing personal if someone does business with you and can't remember the name of your business. But you can be sure they remember what your logo looks like. From now on, that person's memory will remember your business logo and associate it with their experience.

Names of businesses don't usually catch on to someone's memory the first time around. Not unless they know memory tricks. For instance, "saying the name out loud" will usually trigger a person's memory to remember the name like a file cabinet in alphabetical order.

But overall, symbols and pictures are very easy for a person to remember, compared to words. This is probably the biggest reason everyone who runs a business needs a business logo. Your customers can relate you with something other than words if you have a logo.

"Hey, remember that place with the big turkey sign outside? They had great prime rib!"

This person's memory didn't remember the name of the business. But, they remembered a turkey logo that stuck out. Now that person will relate good prime rib to the turkey logo.

There is nothing worse than a great business that is easy to forget. No matter how well a business name is thought out; it will never be as catchy as a great logo. A business name is very important.

**But, Believe it or not; it takes an average of 3 visits to your business before a person will bother to remember the name of your business (unless you are a franchise or retail store chain).**

That's just another great reason to have a logo that stands out. Logos that are visible to your customers will catch on to their memories immediately. It's like reeling in customers subliminally. Once you get into a customer's subconscious as being a great business, they will relate your logo as such.

If someone had a bad experience with your business; they may avoid any logos that resemble yours. It's something about advertising a logo with your business that will help people remember you one way or another. Give your customers a chance to remember you on their first impression. Make a good impression and they will remember your business logo as such. Give it a try!

Thanks for reading everyone!

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