



Life After Christmas: Build a Business That Thrives Beyond Your Post-Seasonal Slump

By Dave Conrey

Tiger Hero Media. Paperback. Condition: New. 154 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.What if I told you that the key to success in your creative business is how well you told a story Would you laugh Would you scoff Would you tilt your head in confusion What if I replaced storytelling with branding Using a standard business phrase to represent success is easy, but the scope of the concept is elusive to many. Today, branding is synonymous with storytelling, and the lucky ones who read this book will get a chance to establish a new standard in their creative business. The reality of business in our new, connected world is that we have more opportunity for success than ever, but we also have more competition. You can sell the products you make in a variety of places, as quickly as you can make them, but the rest of the world can do the same. How will your customers find you amongst the clutter Branding is the promise you give others as they walk through your world The products you make, the service you provide, the images you create, and the story you tell, all make up how people perceive...



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