



Welcome to MoraSmallBiz.com. I'm Beth Mora.

Take your business to the next level – Branding.

Regardless of whether your business is focused in a specific geographic area, or intended to reach the www world, you need to market effectively. Get your money's worth.

MoraSmallBiz.com provides you a CUSTOM DESIGNED marketing package.

Branding is more than publicity; it takes marketing to the next level.

Branding – a consistent design and message that identifies and differentiates you from your competition.

Why? We are constantly being given information by mail, the internet or other media.

Branding helps you stand out. Branding includes using a consistent message and a consistent look to your message.

Your marketing is intended to help people remember and trust **you**, not just your product, but **you**. For example, lots of folks make really good shoes, but when you see the swoosh you know that is Nike. They don't even have to say anything. You know. That is branding. That is saying not only shoes, but Nike shoes. You need that kind of differentiation in the marketplace. You may not be the only plumbing business or handyman in town, so brand yourself as much as your service. Help people remember you.

Beth Mora