



**Barker Enterprises, Inc.**  
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## **Product Management – Branding**

### **Connect with Your Customer**

Expectations continue to rise regarding how your products and services are explained and presented. Your customers have become sophisticated consumers of information and expect to be spoken to without pretense and puffery.

Let me help you create the pathways for your customers to connect to your product and your brand. Loyalty occurs when a customer understands your roadmap to giving them what they want. The challenge is to recognize the multiple audiences that you serve and to serve them well.

### **Key Questions for the Product Manager**

Ask yourself the following questions to pinpoint areas where I can help.

#### **About Branding**

Do your customers know who you are?

Do your customers know what you stand for?

Do your customers know why you are unique?

Can your customers navigate through the complexity of your offering?

Struggling with maintaining your identity while adhering to corporate brand standards and templates?

There is a way to maximize your ability to fit into the familiar brand format that makes navigation easy for the customer. Embrace the provided templates from corporate and their ease-of-use. Appreciate what being part of a large company means. Meanwhile, develop a message and tone that builds a one-to-one relationship with your loyal customers on behalf of your product. With the right copywriting, you can maintain your personality and harness the power of your brand.

If you are a small company working to develop brand standards, I have extensive experience in building portfolios of brand imagery and messages that encapsulate your values and highlight your standout product features.

For more information, contact me directly at [nbarker@barkerenterprisesinc.com](mailto:nbarker@barkerenterprisesinc.com).