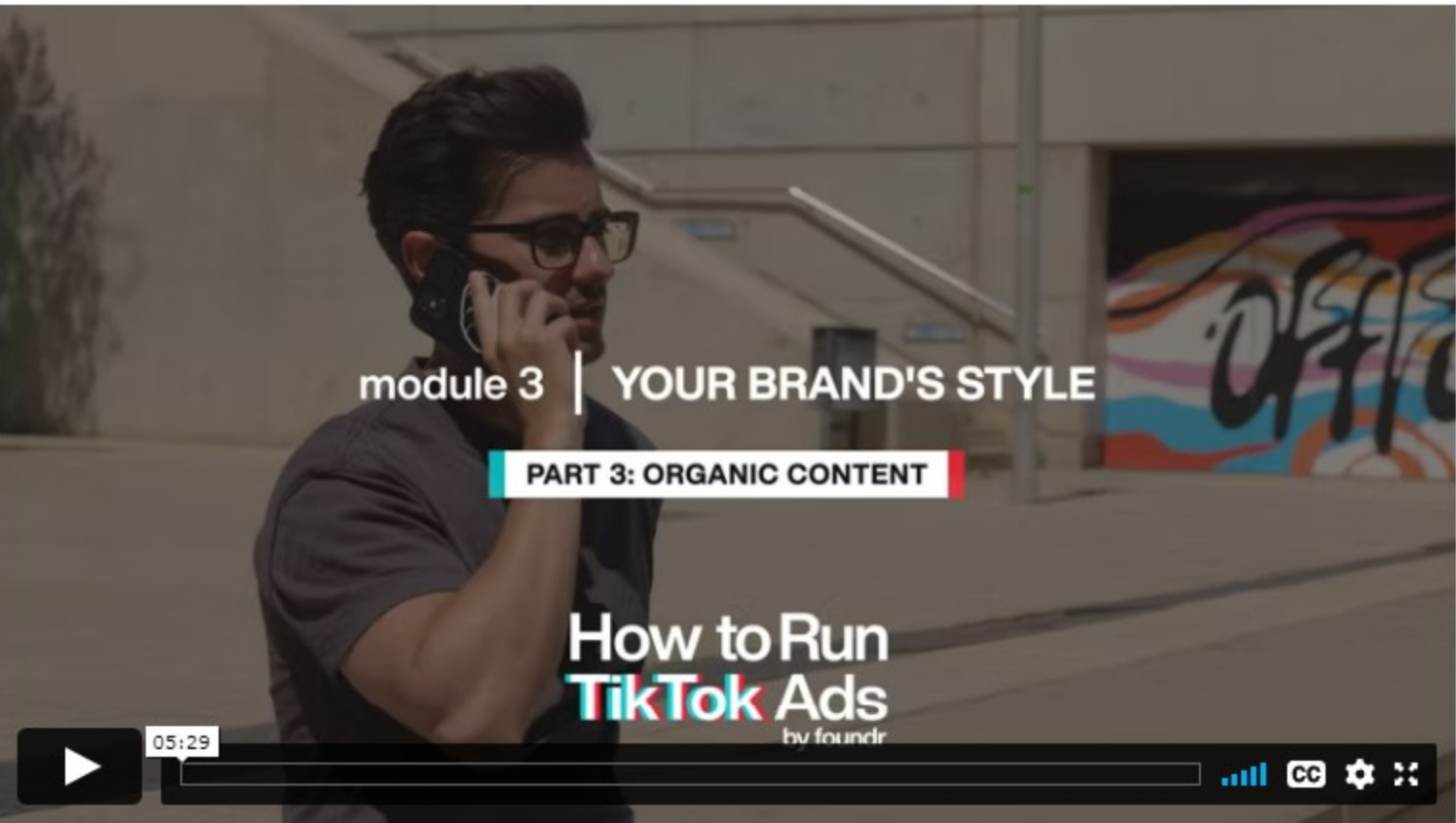


LESSON 02: YOUR BRAND'S STYLE

 Gerardo Perez

MODULE PROGRESS

11% Complete



There's a lot of ways to think about your brand's style — but first you need evaluate where you are as a business. Do you already have an online presence? Are you using TikTok to launch your brand?

Remember that whatever brand style you decide on needs to be **consistent**, whether you're posting organic, paid ads, or responding to comments. In addition, creators can be an *extension* of your brand style if they're chosen carefully.

Taking your audience behind the scenes into your life as an entrepreneur can be a great way of building a following online!

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