



3 ways to evolve your messaging for the new normal

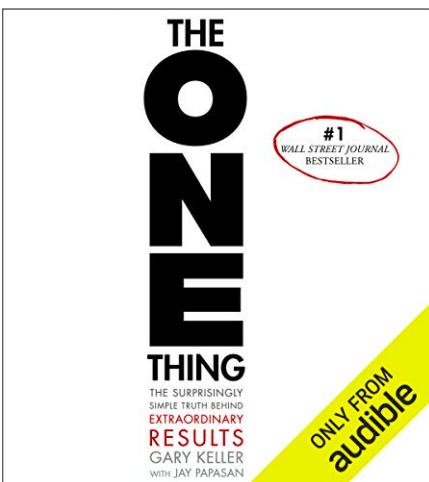
Whether you're starting a new business or growing an existing one, how you communicate impacts your ability to define your messaging. @crowdspring marketing and branding specialist Katie Lundin on the 3 ways you can transform your branding for the New Normal.

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What they're saying...

“When your brand narrative and message connect with customers' emotions, you will create a trusted community where your customers will believe in you, no matter the changes.”

— LookinLA CEO Ali Payani on why your brand's narrative must deliver all your value propositions to your customers



What we're reading...

[The ONE Thing: The Surprisingly Simple Truth Behind Extraordinary Results](#)

By Gary Keller & Jay Papasan

It's always that one thing. But what is it and how do you make it work for you? In their book, "The ONE Thing: The Surprisingly Simple Truth Behind Extraordinary Results," Gary Keller and Jay Papasan teach you how to cut through the clutter and achieve better results in less time, build momentum toward your goal and master what matters to you.

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