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How Small Businesses Can Build Their Brands: Workshop on Tuesday

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Small businesses can build their brands based on lessons from some of the most influential companies, according to Westport-based consultant Larry Ackerman, who will present a workshop Tuesday evening at Darien Library to discuss brand building.

Ackerman will describe the 5 elements of building a strong brand and the steps you need to take to "get there," according to [an announcement](#) from the library.

The two-hour workshop, sponsored by the library and [SCORE Fairfield County](#), takes place from 6 to 8 p.m., Tuesday, Sept. 12 in the Conference Room. Check-in starts at 5:30 p.m.

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[Register here.](#)

According to the announcement: You will learn

- How to create a clear, credible and compelling value proposition
- How to turn that proposition into a brand promise that will last
- How to align all aspects of your business with your brand

Ackerman is founder and president of [The Identity Circle LLC](#), a consulting and coaching company in Westport.

He works with diverse clients across many industries and is the author of two books: *Identity Is Destiny: Leadership and the Roots of Value Creation* and *The Identity Code: The 8 Essential Questions for Finding Your Purpose and Place in the World*.