



Entrepreneurs Share the Story Behind Their Brand - Week of July 14th

Every brand has a story. There's a reason every business owner brands their business a certain way. It's why their site has specific colors, what promotional items they want to hand out and the story they try and reflect through any means necessary. All of this adds to the story of a specific brand. The story behind the brand is as unique and creative as the entrepreneur creating it. We've asked several entrepreneurs to give up the story of what's behind their brand.

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Safran

When I realized how similar networking and matchmaking could be

My brand began when the economic climate changed and I realized how similar networking and matchmaking can actually be. People began to realize after 2008, that fabulous people could not find a good job for years and that fabulous people might actually have trouble meeting people. Since people had to find new

ways to get job leads, I began to see that this was an advantage to trying to start setting people up! I had experience in the past both personal and professional, and it became clear that these experiences created my brand, which became called Stef and the City.

Thanks to Stef Safran, [Stef and the City](#)