

**EXCLUSIVE DIGITAL DOWNLOAD EDITION**



## **HOW TO PROTECT YOUR BUSINESS WITH A COMPETITION-KILLING BRAND**

**“BEING INVISIBLE IS AN AWESOME POWER IF YOU’RE A SUPER HERO  
- BUT IT’S ABSOLUTELY DEADLY IF YOU’RE A BUSINESS OWNER...”**

# BRAND

**Copyright © All rights reserved worldwide.**

**YOUR RIGHTS:** This special report is restricted to your personal use only. It does not come with any other rights.

**LEGAL DISCLAIMER:** This report and content is protected by international copyright law and may not be copied, reproduced, given away, or used to create derivative works without the publisher's expressed permission. The publisher retains full copyrights to this work.

The author has made every reasonable effort to be as accurate and complete as possible in the creation of this content and to ensure that the information provided is free from errors; however, the author/publisher/ reseller assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein and does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

Any perceived slights of specific persons, peoples, or organizations are unintentional.

The purpose of this report is to educate and there are no guarantees of income, sales or results implied. The publisher/author/reseller can therefore not be held accountable for any poor results you may attain when implementing the techniques or when following any guidelines set out for you in this manual.

Any product, website, and company names mentioned in the content are the trademarks or copyright properties of their respective owners. The author/publisher/reseller are not associated or affiliated with them in any way. Nor does the referred product, website and company names sponsor, endorse or approve this material.

**COMPENSATION DISCLOSURE:** Unless otherwise expressly stated, you should assume that the links contained in this book may be affiliate links and either the author/publisher/reseller will earn commission if you click on them and buy the product/service mentioned in this book. However, the author/publisher/reseller disclaim any liability that may result from your involvement with any such websites/products. You should perform due diligence before buying mentioned products or services.

This constitutes the entire license agreement. Any disputes or terms not discussed in this agreement are at the sole discretion of the publisher.

# **MODULE 1**

## **Introduction to Branding: It's Not Rocket Science**

### **Branding: The Catalyst for Success Business Growth**

Think about the last time you went shopping. Let's suppose you needed to buy coffee. You walked into the coffee aisle, scanned shelf after shelf of different types of coffee, grabbed one and walked away.

I bet there were at least half a dozen different brands of coffee represented on those shelves. So, let me ask you, how did you choose that particular brand of coffee?

Was there salesman standing in the aisle trying to persuade you to purchase one brand over the other? Was there someone barking at you like a carnival worker, trying to get your attention?

Of course not.

Chances are, you chose a particular kind of coffee because you trusted the brand. Maybe it was Folgers or Starbucks or Eight O'clock coffee or Maxwell House... or whatever your favorite brand is. But the point is, no one sold you on buying a particular product right there in the coffee aisle. Instead, you were presold before you ever arrived at the grocery store, because the company had done a fine job of building their brand.

Buying coffee is just one example. Take a look around at your life, and you'll quickly discover that branding plays an important role in many of your buying decisions. And it's not just you – your friends, your colleagues, your family and yes... even your prospects and customers -- all factor in branding when making their buying decisions.

People buy from those they know, like and trust. And the only way to build up this sort of trust is by building up your brand.

Now here's the crazy thing...

The brand that people are buying may not even be the best solution. But people like to buy brands with which they're familiar. They trust them. They know what kind of experience they'll get when they use a trusted brand.

Imagine for a moment that you're traveling on the highway, and you get hungry. You see "Bob's Fast Food Hamburger Shack" sitting right next to the golden arches.

Do I even need to tell you what restaurant sports the golden arches? If you said McDonalds, you're right. And that's just further proof that branding works. Even small children can spot the golden arches on the highway and start screaming for cheeseburgers.

Now... with all else being equal, and assuming you're looking for fast food and not gourmet dining, there's a good chance you're going to go to McDonalds rather than Bob's Hamburger shack. That's because you know what to expect, since McDonalds has

built up their brand recognition and a reputation for food that is fast and cheap.

How about another example...

Think about an online auction site – which one comes to mind first?

Probably eBay. They've built their branding so well that most people don't even think of other auction sites.

How about a search engine?

I bet you thought of Google, or maybe Bing or Yahoo. Again, that's the power of branding.

Point is branding is an incredibly powerful way to increase your sales over the long term...

When you build a strong brand, you build trust.

When you build a strong brand, you develop "top of mind" awareness.

When you build a strong brand, people buy from you simply because they recognize your brand... and because they've associated good feelings with your brand.

A lot of struggling entrepreneurs don't even think about branding, which is probably one of the reasons why they're struggling so much. Still others spend time thinking about branding, but they

think branding is about picking out a slogan and a logo with pretty colors.

That's a mistake. Branding is much bigger than that. And branding is such an important part of a company's success that serious business owners invest a lot of time and/or a lot of money into developing a solid brand. What's more, companies that have been around for any amount of time often freshen their brand simply because they know how important it is to change with the times.

Let me give you a few examples of how companies have branded themselves or freshened their brand...

- Avis used to be the second car rental company in the world, right behind Hertz. As part of their branding, they developed the slogan "We Try Harder." This new branding slogan was considered a triumphant success and was used for 50 years.
- Apple, Inc used to officially be called Apple Computers. However, this name didn't reflect their business strategy, as Apple was moving into tablets, smart phones and other gadgets. Thus, Apple changed their name in order to capture a bigger market share. Did it work? You bet it did -- just think about the popularity of iPhones and iPads.

Point is branding is really a pretty big deal. And if you want to dominate your industry, solidify your long-term growth, and cement customer loyalty, then you need to pay attention to branding.

The good news is that this course will teach you everything you need to know about developing and refining a bullet-proof brand that can crush the competition.

So, let's get started by taking a look at the DNA of branding.

I'll see you in a moment in the next module...

# **MODULE 2**

## **The DNA of Branding**

### **Branding Isn't Just a Theory...**

Have you ever heard of a man by the name of E. Haldeman Julius?

Let me share a story with you...

Haldeman-Julius built a mail-order publishing empire back in the 1920s. He created a company called "Little Blue Books," and he built a solid reputation for selling high-quality information inside these little 3.5 by 5 inch pocket books with the blue covers.

In fact, Haldeman-Julius sold over 100 million books by branding them as "University in Print." This brilliant bit of branding resulted in these little books finding their way into the pockets of everyone from college scholars to farmers.

You can figure that Haldeman-Julius built up his Little Blue Books brand in order to easily get both first-time orders and repeat orders. People saw his advertisements in newspapers and knew they could trust the brand. In just nine short years, the Little Blue Books brand was known around the world for producing great pocket-guides at low prices.

But beyond that, Haldeman-Julius proved to the world that product names matter. That's because he sold his books just based on the titles of these books. There wasn't room in his ads for



descriptions, so the titles alone had to sell the books. No fancy sales copy, no long sales letter, no benefit-driven ads... just book titles.

It worked like this...

If a book wasn't selling at least 10,000 copies per year, Haldeman-Julius changed the title. For example, the book "The Art of Controversy" posted dismal sales figures. But once Haldeman-Julius changed the title to "How to Argue Logically," this same book sold at a fast clip, exceeding 30,000 copies.

Now, you may not be selling books, but the point here is still the same – branding, product names, slogans and product positioning matter.

It doesn't matter if you're selling reports, books, software, bird feeders, mouse traps, golf clubs, tuxedos, consulting services, snow-removal services, fishing poles, zombie survival gear, recreational vehicles, tattoos or anything else under the sun...

Branding matters. Slogans matter. Product titles matter.

However, branding may not necessarily be what you think it is. And that's what we'll be covering in this module.

I'll see you in the next section...

## **The Law of Branding: GB = BG**

Here's the law of branding: GB = BG.

What does it stand for?

Simple: **Good Branding Equals Business Growth.**

By this point, you should be getting the idea of just how important branding is. It's a way to set yourself apart from the competition and garner customer loyalty.

It's not just something that big companies do. It's something that you should do, too. And that's because branding is a long-term mindset, one which will contribute greatly to your overall business growth.

Most business owners are focused on selling. But this is a short-term mindset. Because if the consumer doesn't buy right away, they're going to forget about the business and the products. And that means that if you're focused on short-term selling, then you're going to be struggling with commodity based sales.

If we had to sum up the difference, it's this...

Short-term selling is all about making the sale right now.

Branding is all about creating customer loyalty for the long term.

A good business owner uses both short-term selling and branding. But a great business owner understands that branding is going to make the biggest impact on sales over the long term.

Let me give you an example...

Let's suppose you were interested in purchasing a watch. And let's imagine I pulled out a watch brand called Buzzinga. You'd never heard of this brand before. The watch looked nice enough. Seemed like it kept time.

So, you asked the price.

I tell you it costs \$15,000.

What would you do?

You'd probably laugh in my face. Because unless this watch included a free car or the Hope Diamond, it would be really hard for me to sell you on the idea of buying a \$15,000 Buzzinga watch.

But what if this watch was a Rolex?

Whether you'd personally buy a \$15,000 or \$20,000 watch is besides the point. That's because Rolex has plenty of customers lining up around the block to buy watches for thousands or even tens of thousands of dollars. That's real world proof that people will buy expensive watches.

Is it because a Rolex watch keeps extraordinary time?

No. I'm betting you can easily find a \$20 watch that keeps great time.

Is it because a Rolex watch is made from gold and other precious metals and gems?

Not entirely. Because you can certainly find other watches made from the same materials which don't cost as much as a Rolex.

So, why is it that people will spend thousands of dollars on a Rolex watch, when they could get similar watches for less money?

Simple... it's because of the Rolex brand.

People will gladly spend thousands of dollars just to get the feeling that the brand promises. In Rolex's case, the feelings center around power, wealth and sophistication. In one word, it conveys a feeling of prestige.

And that brings us to one of the most important things you need to know about branding...

***Branding is about emotion.***

When some people think of branding, they think of a slogan and a logo. These are parts of branding, yes. But the slogan, logo, colors and everything else that goes into the brand are all designed to convey some sort of feeling. The whole point of the brand is to produce the feeling that you want customers to experience when they use or even merely think about your product.

Why does a brand seek to produce a feeling?

Simple: because consumers make their purchase decisions based on emotion, and then justify those purchase decisions based on logic. So, in order to move your prospects to the order form, they need to feel something. You need to be tapping their emotional buttons.

Direct-response sales letters seek to do this. That's why these sales letters often have heartstring-tugging stories in them as a means of connecting emotionally with the reader.

But here's something else...

The emotion created by direct-response sales materials starts fading as soon as the prospects stops reading the sales materials. That's why direct-response sales letters work so hard to get the sale NOW... because if they don't, emotion fades and the consumer lose his enthusiasm for purchasing the product or service.

Now contrast that to branding...

If you build up brand recognition, then you automatically associate a certain feeling with your brand. And that means that you don't need to stand there and "sell" a product to your consumers. You don't need to artificially create the feeling every time a consumer comes in contact with you. If you've done your job, your consumer will see your brand and associate it with the emotion.

Let me give you a few examples...

- Pampers is a well-known brand of diapers in the US. If you go to Pampers.com, see their ads on TV or even see their ads in magazines, it's clear that their brand is based on conveying a feeling of love. There are loving images of mothers and babies, soft colors, and even hearts on the site.
- Ferrari is known the world-over for their exclusive high-performance cars. And indeed, the Ferrari brand conveys power, performance and prestige. This branding has not only allowed Ferrari to sell some of the most expensive sports cars in the world, it has also given the company an opportunity to expand their profits through licensing and retail opportunities, such as with their association with Formula 1 Racing.

Whether you're looking at the Ferrari.com website or even looking at a Ferrari, you'll see the branding at work. People don't buy Ferraris to get them from Point A to Point B. They don't buy Ferrari merchandise because they look the red, yellow and black colors. Instead, people buy in order to capture the feelings of prestige that go along with the Ferrari brand.

Those are just two examples of two brands that convey a feeling. But if you look around, you'll find that the biggest brands in the world are all associated with a specific feeling.

The second thing you'll notice is that while a company may freshen its brand image from time to time, they always avoid doing anything that dilutes or otherwise ruins the reputation of the brand.

For example, Rolex isn't going to suddenly start selling \$50 watches. Ferrari isn't going to start mass-producing \$50,000 Ferraris, as that would damage the feeling of prestige that comes with exclusivity. And Pampers isn't going to create a website based on a scary black color scheme.

Likewise, once you develop your brand image, you'll want to do everything you can to protect the image and build the brand. You'll learn more about that in the upcoming module. But for now, let's recap – *see you in the next section...*

## **Branding as the Nucleus of Your Business...**

As you just discovered, developing a brand is about conveying a certain feeling to your prospects and customers. This brand should completely permeate your business.

This includes:

- Ensuring your brand image is effectively conveyed through your website.
- Ensuring your brand image is effectively conveyed via your product names and product packaging.

- Ensuring your brand image is effectively conveyed in your sales materials.
- Ensuring your brand image is effectively conveyed in all content, such as blog articles.
- Ensuring your brand image is effectively conveyed in all channels, such as social media.
- Ensuring your brand image is conveyed in all communications, including all customer service inquiries.
- Ensuring your brand image is protected by any decisions you make about how to manage your business.

In short, your brand should permeate your entire business – no part of your business should be untouched. Indeed, your brand image should be the nucleus of your business... the heart of it.

So, what all do you need to do to make sure this brand permeates your business? That's what you'll find out in the next module.



# **MODULE 3**

## **Dissecting Your Brand**

### **Intro to the Art and Science of Branding**

As you just discovered, your brand permeates every facet of your business. That's why companies who invest seemingly enormous amounts of money on a brand redesign are often happy to do so: basically, these business owners know that the brand will impact their long term growth.

Take Pepsi, as an example. When they freshened their brand, they spent a cool \$1 million dollars for the logo redesign.

Why that much?

Because they weren't paying for graphic design. If they were paying for mere graphics, they could have hired someone to whip up a graphic for one hundred bucks. The reason they paid so much is because they were investing in a concept. And what's more, their logo designer was capturing their entire brand and conveying it through a graphic.

Simply put, the average graphic designer doesn't have the skills to create conceptual logos for branding purposes.

Even though a million dollars sounds like a lot, that's by no means the most expensive brand. The BBC paid \$1.8 million to freshen their brand and logo.

The consultancy firm Arthur Andersen, which was found guilty of mishandling an audit of Enron, didn't just freshen their brand... they developed and built a new brand to the tune of \$100 million.

Now, before you go knock over a bank in order to raise funds for brand development, do take note that you can do this on a budget. The second bit of good news is that plenty of big companies have done their branding and logos in house, for very little money. Microsoft used an in-house team. Google's original logo was created by founder Sergey Brin. Twitter did it in house, with the only cost being \$15 to purchase a stock photo.

Point is, those who have the know-how to do it themselves can get it done very affordably or even for free. The good news is that this course will arm you with the tools and knowledge you need to create your own bullet-proof brand. So, while you may need to invest a little to create a logo if you don't have design skills, you will be able to craft the concept once you've completed the course.

So, let's break down what all you need to create.

## **Branding Anatomy**

So far, we've just touched on what all is included in a branding image. Now here in this section I'd like talk what all facets you need to consider as you start developing your brand. In the next module is where you'll learn how to actually develop and refine your brand image.

Here's what we'll be talking about in this section, which are the 5 P's of Branding Anatomy:

1. Product Names and Titles
2. Product Packaging
3. Positioning
4. Pricing
5. Penetration

Let's jump in...

## **1. Product Names and Titles**

There are three approaches to creating product names and titles. These include:

1. Overall branding.
2. Product branding.
3. Hybrid branding.

The first approach is to brand your overall business, and then create a string of product names and titles that reflect this branding.

The "Chicken Soup for the Soul" series of books is a good example of this strategy. Today you'll find dozens of branded books in the series, such as "Chicken Soup for the Mother's Soul" and "Chicken Soup for the Dog Lover's Soul."

Another example are the "Dummies" books, such as the "Windows 8 for Dummies" and "Investing for Dummies."

Another example are the gadgets that Apple puts out, such as the iPhone, iPad, iPod and iMac. While the company brands the product alongside the name Apple, they further brand the product by creating names that start with the letter “i.”

A final example is Sir Richard Branson’s conglomerate of “Virgin” companies. Even though his companies are in different industries, such as travel and entertainment, they’re all still branded under the name Virgin. Examples include Virgin Books, Virgin Airways and Virgin Mobile.

One good reason for adopting this approach is that it allows you to focus on building one brand. And once you’ve built that brand recognition, you can apply that brand to all your related products or companies and reap the benefits. Virgin is a really good example of this strategy at work.

The second approach to branding is to brand each product individually, without taking the overall company brand into consideration. In other words, the individual product brand becomes more important than the company brand.

Let’s take the example of the PepsiCo, Inc, company. This company puts a focus on branding individual products separately.

A few of their beverage brands include:

- Tropicana
- Sierra Mist
- Ocean Spray
- Mountain Dew

- Lipton Tea

And many, many more... including Pepsi, of course.

The point here is that PepsiCo, Inc doesn't use the brand name "Pepsi" in all their beverage names. You drink Mountain Dew, not Pepsi Mountain Dew. You drink Lipton Tea, not Pepsi Lipton Tea. And you drink Ocean Spray, not Pepsi Ocean Spray.

As you might suspect, this is a bit more costly and time consuming to develop a different brand for every product you put out. However, the advantage is that it allows you to compete with your competitors more directly and position your products in the market.

The third approach to branding is the hybrid approach. This is where you display your overall company branding alongside individual product branding. The company branding allows you to tap into trust and familiarity, while the individual product branding allows you to better position your product in the market and compete.

One good example of this is to look at the car companies. Each car company brands their overall business name, such as Ford, Chevrolet, Porsche and so on. However, these car manufacturers also brand their individual cars, such as the Mustang, Corvette, and Boxster.

However, you'll note that these individual product names are often paired with the company's branding.

So you'll hear people refer to:

- The Ford Mustang
- The Chevy Corvette
- The Porsche Boxster

This allows the company to tap into the consumer's trust of Ford, Chevy or Porsche, while still developing a branding strategy around the individual cars. And this is important, because these car companies create products that appeal to different segments of the population. Thus, Ford brands and advertises the Mustang in an entirely different way than they brand and advertise their family sedans.

Once you decide on your product title or product name, then you need to think about packaging.

And that brings us to the next facet of branding...

## **2. Product Packaging**

Do people judge a book by its cover? You bet they do. People often make their decision about whether to buy a product just based on the product packaging.

And just to be clear, I'm not talking about just books here. Whether you're selling snow shoes, software, books, videos, fish tanks, golf balls, or anything else under the sun, keep in mind that the packaging matters. People are going to form an impression of your product just based on the way it's packaged.

Now, obviously, what you need to do is to create your packaging based on your overall branding. We'll talk about developing your brand more in the next module. But for now, keep in mind that branding is all about creating a feeling. Thus, the colors and the way you've packaged your product need to help convey this feeling.

Let me give you a few examples...

- You'll recall the "Dummies" line of books I mentioned a few minutes ago. Someone who is familiar with the brand can recognize these books from 50 feet away. That's because they all have yellow covers with a black "Dummies" banner splashed across the top of the cover.
- Take the example of Apple products, like Macs and iPhones. In all cases, you'll see the graphical Apple not only on the product packaging, but on the product itself.

Now think about some of the products you buy quite often. Think about your favorite sodas, cereals, laundry detergents and candy. Think about how they're packaged. Chances are, they're all in branded packaging. They're easy to recognize. And their packaging conveys the intended feeling.

For example, Quaker Oats cereal company in the United States packages their oatmeal in the familiar red, white and blue tubs with the Quaker man logo. Everything about the packaging and

branding says, “This is a wholesome cereal.” It’s the kind of food that parents feel good about feeding to their families.

Or take the example of Budweiser Beer, which is branded as the “King of Beers.” The product packaging says, “This is a good beer, a regal beer, the king of all beers.” Of course, whether you actually agree with that is an entirely different issue. But the point is, everything about the packaging -- from the colors to the logo to the font style – helps sell the beer.

Again, it doesn’t matter what you’re selling – you need to create product packages that reflect your brand. You need to create packaging that makes people feel good about choosing your product.

The next thing you need to consider is how you’re positioning your product. That’s next...

### **3. Positioning**

The next thing you need to think about is how to position your product in your marketplace. This is referred to as your unique selling proposition. And it’s this positioning that answers the consumer’s question...

*“Why should I buy from you and not your competitors?”*

Positioning plays into your overall branding image because your slogan is often your unique selling position.



A few minutes ago, I mentioned Budweiser which carries the “King of Beers” slogan. In just three words, that positioning statement tells prospects why they should buy Budweiser as opposed to some other brand of beer.

Let me share with you a few other examples of how companies position themselves in their slogans:

- Avis car rental company says, “We try harder.” This is a promise to consumers that they’ll get good customer care and be satisfied with Avis.
- United Airlines used to use the slogan, “Fly the Friendly Skies.” Most people don’t think of airline travel is a particularly pleasant thing to do. Thus United Airlines tapped directly into this sentiment by promising travelers that they’ll enjoy their flights with United Airlines.
- Folgers coffee claims that their coffee is “mountain grown.” Truth is, most coffee is mountain grown. But Folgers staked claim to this unique selling position by being the first to include that as part of their overall branding.

As you can see by these examples, just because you’re creating a unique selling position doesn’t mean that the factor itself needs to be unique. What it means is that you need to be the FIRST in your industry to claim that factor.

Again, look at Folgers – all of their competitors have mountain grown coffee. The difference is that Folgers was the first make the

claim. Indeed, they even registered “Mountain Grown” as their trademark.

The same applies to you. When you’re thinking about how to position your brand in the marketplace, you don’t have to position yourself around some factor that no one else in your market has touched. You just need to be the first to really claim it among your competitors, which usually means incorporating it into your brand.

We’ll talk more about this in the next module. But first, let’s hit on the topic of product pricing...

#### **4. Pricing**

Your customers have certain expectations when it comes to product pricing. And one thing that really influences their expectations is how you’ve developed your brand. If your brand is somehow tied to pricing, then you better take your branding image into consideration as you price your products.

For example, brands that convey a feeling of luxury, sophistication, wealth, power, prestige, exclusivity and similar feelings tend to have high price tags. I mean think about it... if Rolex started selling \$50 watches or if Ferrari started mass producing \$50,000 cars, both brands would be severely diluted. Thus, pricing is an important part of maintaining the brand.

On the flip side, some companies market their products and services as being low-cost. The retailer Walmart is a good example

of this, as at times they've even branded themselves with taglines like, "Low Prices Every Day."

So, what happens if shoppers start finding that Walmart isn't the low-price leader anymore? The brand gets diluted. And when the brand is diluted, people lose trust. Loss of trust of course leads to loss of sales.

Still other companies don't stake claim to having the lowest or the highest prices in their industry, but rather they claim to have the best value. One example is the hotel chain "America's Best Value Inn," which carries that branding right in the name of their hotels.

They may not be the lowest-priced hotel, but they're not promising low prices. Rather, they're promising the best value... or the most bang for your buck. That's why these hotels tend to have amenities such as free breakfast, a pool, a gym, microwaves in the room, and many of these hotels even accept pets. In short, they give people what they want at a very affordable price.

Point is, you need to think about how your brand is going to influence your pricing. In some cases, your brand may not heavily influence your pricing. In other cases, such as those mentioned a few moments ago, you can inadvertently dilute your brand by pricing your products incorrectly.

So, just keep in mind what your brand feeling conveys about pricing.

Now let's look at our final facet of branding...

## 5. Penetration

By penetration, I'm talking about incorporating your overall brand image into every facet of your business.

This starts by developing visual and text representations of your brand, including:

- Your logo.
- Your slogan.

These two things tend to have the most influence on how you convey your brand image. And that means that once you develop your logo and slogan, everything else you create will revolve around these two factors. Thus, your brand penetrates every aspect of your business.

For example,

- The colors of your logo are going to influence your web design and product packaging.
- Your branding slogan is going to influence the copy on your site.
- Your overall branding image is going to influence how you communicate with your prospects. So, whether you're writing a blog post, a Facebook post, a Twitter tweet, or you're just emailing one person, your brand is going to penetrate these communications.

Now, a lot of people realize that branding comes into play when you're designing a site or even writing sales copy, but they don't give much thought to how their branding is reflected in their communications.

Let me give you an example...

United Airlines with their "Fly the Friendly Skies" slogan seems to imply good customer care. If a customer called the airline and ended up talking to a grumpy representative, you can bet that would reflect badly on United Airlines. And if enough people started reporting bad experiences with United Airlines' customer care, then it would dilute the impact of the brand.

Point is, your branding really does penetrate every facet of your business. And that's why in the next module you'll discover exactly how to develop a brand that helps you grow your business.

But first, let's wrap things up for this module.

## **Final Thoughts on Branding Anatomy**

As you just discovered, your branding influences everything you do, including:

- Product Naming
- Packaging
- Positioning
- Pricing
- Penetration

Point is, you need to make sure that all your communications reflect your brand. And if you're outsourcing some of your day to day business activities, then you need to make sure your freelancers and employees are all well aware of your brand and how this brand should be reflected.

For example,

- Copywriters need to thoroughly understand your branding, including your unique selling position, in order to position and sell your products.
- Customer service representatives must be taught how to reflect your brand in their communications with prospects and customers.
- Content writers like ghostwriters must understand your brand and positioning so that they can reflect them in the writing.

Bottom line, your brand and the feeling you wish to convey should be reflected in everything that both you and your freelancers do.

So, how do you develop this sort of influential brand? That's what you'll learn in the next module. I'll see you there...

# **MODULE 4**

## **Developing and Refining Your Branding Formula**

### **The Branding Boiling Point**

You've been learning about what a brand is and how to fully integrate it into every facet of your business. From your communications to your pricing to your logo, your brand needs to be reflected in all facets of your business.

This is important for two reasons...

- First, good brand penetration is important to brand-building and recognition. In other words, if your branding isn't reflected in everything you do, then you're missing out on an opportunity to build brand recognition and strengthen your brand.
- Secondly, good brand coverage means that your prospects and customers will consistently "feel" whatever your brand is conveying every time they come into contact with your business. And that's a good thing. Because when your prospects and customers feel the emotion conveyed by your brand, then you're making them feel good about doing business with you.

Point is, the "Branding Boiling Point" is reached when your brand permeates every facet of your business.

Of course, this is only true if you develop a good brand. A strong brand. A brand that appeals directly to your target market.

Fortunately, that's exactly what you'll discover how to do in this module. You'll learn about choosing a brand image that conveys the right feeling. You'll learn about building your brand around a factor that's important to your prospects and customers. And you'll find out how to test your brand to see if you're on the right track.

Now, you know where a lot of people make a mistake?

It's this...

They spend weeks or months carefully planning every facet of their business. They research their target market. They examine product distribution channels. They determine the best ways to reach their market.

And despite all of this careful preparation, they completely forget about branding. So, they slap a pre-made logo they found on a stock photo site and call it good enough.

But it's not good enough.

That's like a guy spending an entire week planning a romantic first date with a woman... and then not showering or changing into clean clothes before picking her up. You can bet he's gonna make the wrong impression, and she'll probably slam the door in his face.



Same with your business. If you make the wrong first impression, your prospects might slam the door in your face and never come back. So, make the right impression by using the following formula to create a little branding alchemy.

Let me give you a quick overview of the steps...

- Step 1: Select the Right Feeling
- Step 2: Research the Competition
- Step 3: Develop Multiple Concepts
- Step 4: Ask the Market for Input
- Step 5: Test Your Concepts

Now let's look at each step of this branding formula – see you in the next section...

### **Branding Alchemy Step 1: Determine What Feeling You'd Like to Evoke**

If there's one thing we've been emphasizing throughout this course, it's the fact that your brand is all about evoking a feeling. And that means that when you sit down to develop your brand, you need to think about what type of feeling you'd like to convey.

Your first step is to ask yourself these two questions:

- Question 1: What feeling do my customers have while they use and enjoy the product?

- Question 2: What feeling would I LIKE my customers to have while they use and enjoy the product?

The first question really applies if you already have products out on the market, but you haven't yet put in the time and resources to properly brand them. Basically, you want to at least be away of how your products make your customers feel.

The second question is relevant whether you've begun branding your products or not. This is important, because how you brand your products can influence how your customers feel when they use your products.

Let's go back to the example of some of the luxury brands like Mercedes or Rolex. People who purchase these luxury brands aren't doing so because they need a good way to get from home to work, or because they need a reliable time piece to make sure they're not late.

Instead, people buy these brands because using the products make them feel good. Driving a Mercedes makes the consumer feel successful and sophisticated. And wearing a Rolex watch makes the wearer feel prestigious and powerful.

Point is these products aren't purchased for pragmatic or utilitarian reasons. They're purchased for the emotion and experience that the brand promises. And since the companies have done a wonderful job of protecting and building their brands, the consumers do indeed experience the feelings that the brands convey.

So, what you need to do is start with a list of feelings that you'd like associated with your products and company. For example:

- Love
- Security
- Power
- Sophistication
- Prestige
- Trust
- Anticipation
- Curiosity
- Kindness
- Happiness
- Relaxation
- Hope
- Adoration
- Pleased
- Acceptance
- Playful
- Pride
- Appreciation
- Ecstasy
- Arousal
- Satisfaction
- Joy
- Enchantment
- Jubilant
- Attractive
- Content
- Sexy
- Sensual

- Excited
- Loyal
- Calm
- Strong
- Cocky
- Fulfilled
- Centered
- Comfortable
- Sweet
- Nostalgic
- Safe
- Compassionate
- Sympathetic
- Brave
- Craft
- Sneaky
- Smart
- Patriotic
- Healthy
- Pacified
- Warm
- Delighted
- Freedom

Obviously, there are other emotions and feelings that your brand could convey, as this isn't an exhaustive list. And of course, I didn't even mention the negative emotions like fear, hate, sadness or anger, because in most cases you won't want your product associated with those emotions.

There are exceptions, of course. If you're selling something like horror novels, then you do want to create a brand image that conveys fear or horror.

Also, let me take a moment and clarify that there is a difference between the emotions you evoke in your short-term sales process, versus those that you seek to evoke with your brand.

Your brand is associated with the emotion you want your consumers to feel when they use your product. Thus, in most cases your brand will be associated with a positive feeling.

However, your sales system may induce the so-called negative emotions on a temporary basis, just to move your prospects towards the order button.

For example, offering a limited-time discount evokes fear. Those who're afraid of missing out will buy your product now before the sale is over.

Invoking anger is another often-used tool in the marketer's toolbox. For example, you might receive a fundraising letter from a politician or even a charitable organization, either of which may incite your anger against a cause, a person or a situation in order to solicit donations.

However, evoking negative emotions is something that you usually only do in a direct-response sales situation. And what's more, these emotions are usually temporary. In other words, the marketer or business owner doesn't want these emotions to become associated with the business or product itself.

Instead, the emotions are aroused just as a means of getting the prospect to take action.

So, in other words, you can use and evoke all kinds of emotions to sell something to someone. Generally, however, you'll want your brand to be associated with positive emotions, such as those that I listed a few minutes ago.

Okay, so once you draw up a list of possible emotions that you'd like your brand to convey, your next step is to see what your competitors are doing. I'll see you in the next section...

## **Branding Alchemy Step 2: Research Your Competitors**

Your next step is to find out how your competitors are branding and positioning themselves and their products.

Here's how to do it...

***Check out the competitors' products at the local retailer.***

If your competitors sell physical products that you can see at a local retailer, then go check them out. This will give you an up close and personal look at how the competitor packages the product. You'll also want to pay attention to the text on the packaging, as this will give you an idea of how the competitor positions their product.

### ***Browse the competitors' products on the virtual shelves.***

If you can't get your hands on a tangible product, or if the competitor doesn't sell tangible products, then your next step is to view the competitor's virtual storefront and virtual shelves. They likely have their products right on their websites. If not, you'll probably find them in other marketplaces like eBay, iTunes, or Amazon.

### ***Visit the competitors' websites.***

Your next stop is to visit the competitors' sites, as this is where you're likely to get the most information about their branding and positioning. Take note of the following:

- *The competitor's business name.* Some of your competitors may create business names that are meant to help their overall branding image. For example, the Discover credit card company has a business name that evokes feelings of exploration, curiosity and, of course, discovery.
- *The competitor's product names.* If your product has multiple products, browse them all and take note of the names. What sorts of feelings do these names evoke?

Secondly, take note of the branding strategy. Does the competitor brand individual products based on the overall company brand, do they brand individual products separately, or does the company employ a hybrid strategy where they combine the company and product brands?

- *The competitor's logo.* As you discovered earlier in this course, some companies invest a lot of money in developing their logo concepts. Thus, the logo can give you a lot of information about the company's brand images

You should look at the font style (if any), the colors and the graphics (if applicable). Again, ask yourself what feeling the brand conveys. And ask yourself how the brand represents the company. For example, is logo bold and confident... or does the logo convey more of a warm and loving feeling?

- *The competitor's slogan.* Usually, you'll find the slogan right beneath or next to the logo. The slogan is typically one concise statement that sums up what the company or product can do for the consumer, and/or why the consumer should choose to buy that particular product or do business with that particular company. In other words, the slogan is often the company's unique selling position.
- *The competitor's web design.* Next, take note of the overall design of your competitor's site. Look at the colors. Look at the graphics and where they're placed. Take note of the overall feeling you get when you look at the design.

Again, think about what sort of feeling the design evokes. Also think about how you'd describe the design. Is it artistic? Professional? Clean? What other words come to mind when you look at it?



- *The competitor's web copy.* Next, read the text on your competitor's sites, especially the sales pages for specific products.

Ask yourself:

- *What is the competitor's unique selling position for that product?*
- *What emotions is the competitor trying to evoke?*
- *What benefits does the consumer enjoy while using the product?*
- *What benefits and emotions do consumers report when they use the product? To determine this, you'll need to read the customer testimonials.*

### ***Join the competitors' communities***

Finally, the last step you need to take is to examine any communities or publications where your competitor regularly shares content. This includes the competitor's mailing list, blog or any social media pages he has, including Facebook, Twitter and YouTube.

The way your competitors have designed these communities will give you some idea of their branding. However, you'll also begin to better understand their brand image and positioning by reading their content.

All of what I talked about for the last few minutes of course rests on the assumption that your competitors are very aware of their own branding image. If you run across a competitor who doesn't seem that conscientious, then you don't need to spend too much time studying their brand image.

Now, once you've completed this step, then you can move on to the next step.

### **Branding Alchemy Step 3: Develop Multiple Concepts**

At this point, you know what feelings you'd like your brand to convey. You also know what feelings your competitors' brands are conveying. And you know how your competitors are positioning themselves. Now your next step is to start developing your brand and positioning as a means of conveying a feeling to your prospects and getting a bigger market share.

The main thing to remember here is that you need to develop a brand image and a unique selling position that your market cares about. If your intended audience really doesn't care about them, then your brand and unique selling position will be weak and ineffective.

Let me give you an exaggerated example just to show you what I mean...

Let's suppose you sell baby products, like clothing. Chances are, you're going to design a brand and unique selling position around comfort, convenience, love, security or similar factors... right?

Now imagine if you designed your brand around something like prestige or power. Imagine bold black and gold designs. Imagine a slogan that evoked power... perhaps something about "putting other babies to shame."

It's ridiculous, right? Unless this brand was part of a tongue-in-cheek humor campaign, you can bet that this particular brand simply wouldn't work for parents who're wanting to swaddle their newborn babies in safe and comfortable baby clothes.

Okay, so that was an exaggerated example. You're not likely to make mistake of that magnitude. However, you may end up with a weak or ineffective brand if you don't truly understand your market.

So, let's quickly go over this key concept...

## **Understanding Your Market**

If you're new to the niche you're working in, then you need to spend some time researching this market in order to get a better feel for what's important to them.

The upshot is that what you need to do is spend time with your market. In order to understand them, you need to crawl inside their heads. You need to find out what they like and don't like about the current solutions on the market.

How do you do that?

Let me share three tips with you...

### ***Visit Niche Communities***

By niche communities, I'm referring to blogs, social media sites like Facebook, and niche forums. Basically, you visit any site where members of your niche are discussing niche topics. Just spend an hour reading these discussions, and you'll get a much better understanding of your market's needs, wants, hopes and fears.

### ***Read Product Reviews***

Naturally, you should read the product reviews belonging to your closest competitors. This is easy if your competitors have your products listed on retail sites like Walmart.com, iTunes.com, Amazon.com or similar places, as these sites tend to garner a lot of product reviews.

If you can't find your competitors' products on these sites, then run a search in your favorite search engine for the product name followed by the search term "review." Keep in mind that many of the reviews you'll encounter this way are likely to be biased, as many of them are written by affiliates (as opposed to actual customers).

Once you find reviews written by customers, look for patterns across reviews. Just from the words they use, you may get a sense of what they're looking for in a product. For example, if you were

selling baby products, you might see comments that directly reflect a parent's desire to keep their baby safe. That might be a clue to you that a brand built on safety and security would work well for that particular market.

### ***Ask Your Market***

Finally, another way to get at what your prospective customers are looking for is to survey them.

The idea here is to simply ask your market what it is that they're seeking in niche products. You can ask both open-ended and multiple choice questions to find out what factors are most important to them. This will give you an idea of how to build your brand.

### **Developing Your Brand**

Once you understand your market and you know what's important to them, plus you know how your competitors have positioned themselves, then it's time for you to start developing your branding concepts.

You'll notice I used the plural "concepts" and not the singular "concept." That's intentional. The reason is because you should develop at least three good concepts, because in the upcoming steps you'll be testing these concepts.

Now, as you already know, your branding is going to permeate every facet of your business.

However, at this step we're going to be concerned with two components of your brand image:

#1. Your unique selling position.

#2. Your logo.

Once you've developed your unique selling position and logo, then you can develop your product packaging, web design, sales copy and everything else around these two components. For example, your branding slogan will express your unique selling position. And your web design will reflect your logo.

So let's start with the unique selling position, which is also called the USP...

## **Developing Your USP**

As you learned earlier, your USP doesn't actually have to be unique. In other words, your competitors may also possess or utilize this factor, but they just haven't laid claim to it yet.

Nonetheless, if you truly can find something unique about your business or unique about the product – if you find something that no one else offers – then that's even better.

There's a manual that accompanies this course, and inside that manual you'll find planning sheets to help you brainstorm and develop a unique selling position. Be sure to use those. For now, let me share with you an overview of how to develop your USP.

The first thing to know is that your USP can be based on just about anything, as long as it's something that it is important to your prospects and customers. So, let me give you a list of some of the possible ways to uniquely position your business...

***A strong or unusual guarantee.***

Domino's Pizza used to offer a delivery guarantee that if customers didn't get their pizza delivered to their door within 30 minutes of ordering, then their order was free. Domino's succinctly summed up this unique selling position in their slogan, "30 minutes or it's free."

That's a good example of a strong guarantee. Other examples include lifetime guarantees (which are often used by mattress companies) ... or "double your money back" guarantees, which you'll see information marketers offering from time to time.

***The product is made in an unusual way.***

Folgers "mountain grown" slogan is an example of creating a unique selling position based on how the product is made.

Another example is the U.S. pizza delivery chain Papa John's. Their slogan is, "Better ingredients, better pizza, Papa John's." While they don't use unusual ingredients in their pizza, their point is that their pizzas are better because they use better ingredients.

Still another example of this is Harley Davidson, which claims, “American by Birth, Rebel by Choice.” That slogan captures the market share of consumers who want to purchase American-made products. In other words, it evokes a feeling of patriotism. But it also evokes a feeling of independence and freedom with its use of the word “rebel.”

***You have some special qualification for creating the product.***

This unique selling position tends to work well for those who’re selling information, such as books, videos or even seminars. That’s because you can easily establish yourself as expert or an authority in the niche.

For example, Joseph Sugarman is considered one of the top marketers and copywriters in the world, as he’s credited with the success of such products as BluBlocker sunglasses.

When Sugarman wrote a book about copywriting, he positioned himself by establishing his credentials and expertise right in the title of the book. Check it out... the title of his book is, “The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters.”

***You can claim to be the first or the original in some category.***

If you were the first to create a product or service, then you can use that as a part of your unique selling position. For example, you can claim to be “the original and the best.” The Cheesecake



Factory is one such real-life example, as you'll see they position themselves as "The Original."

However, you don't need to be the first one in the entire world in order to claim this slogan. Instead, you can be the first one in your region, or you can be the first woman to do it, or you can be the first person under the age of 25 or the first person over the age of 50.

In other words, you can create your own categories and then claim to be the first in this category. For example, you can be the first person in London to offer a certain service, or you can be the first person in California to sell a particular product.

***Your product is used in a different way than similar products.***

A lot of beer commercials tend to depict nighttime party scenes or perhaps even scenes from sporting events. The beer maker Corona jumped on this and separated themselves with the slogan, "Find Your Beach." In other words, Corona positioned themselves as a beach-party beer.

All of their advertising is built on this slogan. And all the images displayed in their advertising tend to depict Corona on a beach.

Of course, this doesn't mean that you can't drink a Heineken Beer on the beach. But Corona positioned themselves as the beach beer, the fun beer, so they've developed top-of-mind awareness with consumers.

***The product provides some special benefit or enjoyment.***

A lot of USPs are built on this concept of differentiating a company or product based on a benefit that the consumer gets when they use the product. So, let me give you several examples...

One example of this comes from the chicken restaurant KFC, which claims their chicken is “Finger Lickin’ Good.”

Another example of this is Blogger.com’s slogan, “Push Button Publishing,” which tells users how easy it is to use the service to create a blog.

Still another example comes from the credit card company Visa, which states it’s “Everywhere You Want to Be.” The idea, of course, is that consumers will be able to use their Visa anywhere in the world, which provides peace of mind.

Or take the chocolate candy M&Ms, which promises the candy “Melts in Your Mouth, Not in Your Hands.”

Another example comes from Walmart, which currently uses the slogan, “Save Money, Live Better.”

And Disneyland’s “The Happiest Place on Earth” slogan not only captures the benefit, but directly conveys the intended emotion.

A final example: Energizer batteries promise long-life with the slogan, “They Keep Going and Going and Going.”

### ***The product is the best.***

Porsche conveys this superiority with the slogan, “There is No Substitute.” Quite simply, they are the best.

The Hallmark greeting card and gift company also taps into this feeling with their slogan, “When You Care Enough to Send the Very Best.”

### ***The product fills a market gap.***

In the age of big sedans and huge sport utility vehicles being popular, Volkswagen developed the slogan, “Think Small,” which instantly differentiated them from the competition.

Another example is Apple’s Mac Pro, which had the slogan, “Beauty Outside, Beast Inside.” This filled the market gap where consumers usually had two choices: fashionable computers that didn’t do much, or powerful machines that were ugly. The Mac Pro’s branding promised consumers they could have beauty and power in one machine.

### ***The product is delivered in an unusual way.***

A good example of this is Burger King’s slogan, which is “Have it Your Way.” This directly differentiates them from other fast food restaurants, where most people think they have to order exactly what’s on the menu.

***The product taps into the person's desires and self-identity.***

L'Oreal, which is a company that develops beauty products such as shampoo and makeup, carries the slogan "Because You're Worth It." Thus, even if L'Oreal's products carry a higher price tag, the slogan taps into women's desires to pamper themselves and be beautiful.

Another example of this comes from the charitable organization The Red Cross, whose slogan is, "The Greatest Tragedy is Indifference." Most people like to think of themselves as caring individuals, so this slogan taps into that sense of self-identity and even induces a little guilt if people don't donate or help.

***The product promises a good customer experience.***

As mentioned earlier in this course, United Airlines made this promise with their slogan, "Fly the Friendly Skies."

Another example comes from Marks and Spencer, whose slogan says, "The Customer is Always and Completely Right."

Whew...

Those categories and examples should give you a lot to think about with regards to how to develop your unique selling position. What you'll want to do is start with your USP... and then boil it down to one succinct statement.

This statement can then be your slogan which you use on your website, products, marketing materials and everywhere else.

Let me give you a real-life example...

Let's suppose you were selling lottery tickets. You'd ask yourself what your customers want more than anything else?

Well, they want to win, of course.

Problem is, you can't promise your lottery customers that they'll win. However, you can tap into their HOPES of winning. You can get them dreaming about what it would be like to win. And that's exactly what the National Lottery in the UK did when it created the slogan, "It Could Be You."

Those four words instantly evoke hope. Excitement. Big dreams. And you can bet that slogan worked well to sell tickets.

Here's another real-life example.

The Subway restaurant came onto the scene at a time when all the fast-food restaurants like McDonalds and Burger King were really popular. However, people often viewed these other fast food restaurants as unhealthy and even a little disgusting since the food sat under the warming lights.

Subway realized what their customers wanted was an alternative to the typical unhealthy, warmed-over fast-food fare. And they expressed this desire in just two words: "Eat Fresh." Simple, but it

worked so beautifully that Subway overtook McDonald's as the world's largest restaurant chain in 2011.

Again, be sure to complete the planning sheets in the manual, which will help you develop your own succinct slogan based on your unique selling position.

Now let's move on to the logo...

### **Developing Your Logo**

As mentioned earlier, this is the part of the process where people often turn to the professionals. That's because turning a branding concept into a graphical representation does require some skill. As such, if you outsource this part of the process, don't look for graphical artists. Instead, look for professionals who tout their expertise in creating logos and branding concepts.

Nonetheless, even if you hire a conceptual logo artist, you still need to give him or her an idea of what you're seeking.

So, let's talk about this for a moment...

Okay, at this point you already know how you want to differentiate your business or your products using a unique selling proposition. And you know what type of feeling you'd like your overall branding image to convey.

So, take a moment now and consider the following:

- What colors convey this brand feeling?
- What font faces and styles convey this brand feeling?
- What types of graphics convey this feeling?
- How can you incorporate your company, product or brand name into the logo?
- How can you incorporate your USP into the logo?

Let's look at a few examples...

The Jaguar car company carries the slogan, "Grace, Space, Pace." Their logo fits both their name and brand beautifully, as it features a sleek silver jaguar gracefully leaping over the word "Jaguar."

Another example is Burger King. The words "Burger King" are between two halves of a golden bun. The colors of the logo – gold, red and blue – are all royal colors, which reflect the "king" concept.

Another example is the Maxwell House logo. It isn't clear from the name itself that Maxwell House sells coffee, but it's clear from the logo. That's because the logo depicts a coffee cup, and the logo also includes the slogan, "Good to the Last Drop."

Now, all of those logos include graphical components to create the logos. However, some logos are simply text logos. In these cases,

the font face, style and color are all carefully selected so as to make the logo recognizable and to help convey the brand feeling.

Examples include...

Clairol, which sells hair-care products. Their logo is simply the word “Clairol” with a simple black font on a white background. Their slogan is “Nice and Easy.” Thus, their simple logo completely supports this feeling of nice and easy.

Another example of a text logo is Google, which is composed of different brightly colored letters. Google’s slogan is “Do No Evil,” and this fun, childlike logo embodies that branding concept.

As you can see, even the simplest logos are well thought-out, and they all do their part in supporting the overall branding concept.

So what I want you to do is create at least three logo concepts. Then move on to the next step.

#### **Branding Alchemy Step 4:**

##### **Ask the Market**

The idea here is to form a “focus group” comprised of people who most closely represent your target market. So, if your target market includes 18-30 year old males who own iPhones and live in the United States, then these are the types of people who should be in your focus group.



Naturally, you can do this offline and face to face, which gives you a better opportunity to interact with your market. Not only can you ask follow-up questions, but you can also look at facial expressions. These expressions provide a great clue as to how your market really feels about your branding concepts.

However, in most cases you'll do this online, such as via a survey. And that's fine too.

Your main goal here is to make sure that you do NOT lead your focus group by asking biased questions.

For example, asking a question like, "Does this bold logo give you a feeling of confidence?" ... is a leading question because it predisposes the person to answer yes. That's because the word "bold" biases the reader.

In most cases, you may find it better to ask open-ended questions, rather than multiple choice or yes/no questions. That's because people are likely to give you answers you never even thought of.

Examples of open-ended questions you might include...

- What five descriptive words would you use to describe this logo?
- What does this logo make you think of?
- What does his slogan make you think of?
- How does this logo make you feel?

- How does this slogan make you feel?
- Based on this logo, rate your level of trust in this company on a scale of 1-10, with 1 being low trust and 10 being the highest level of trust.
- Based on this logo and slogan, what kinds of products or services do you think this company provides?

Of course, what people tell you and what they actually do can be two different things. That's why you also need to complete the next step, which you'll find in the next section.

### **Branding Alchemy Step 5: Split Test Different Concepts**

While asking your market about your branding concepts through focus groups or surveys is part of the process, you need to split-test your concepts in order to let your customers vote with their wallets. It's the only way to know for sure which branding concepts really motivate your customers to do business with you.

You'll recall that E. Julius Haldeman made a fortune by perfecting the art of testing, tracking and tweaking. If one of his Little Blue Books didn't sell well, he simply changed the title. He didn't change the content of the book or anything else – he just changed the title. And with that simple change, he was able to take poor selling books that only sold a couple thousand copies and turn them into bestsellers that sold tens of thousands of copies.

Another good example of someone who tests concepts is Tim Ferriss, who authored the book, “The 4 Hour Workweek.” He tested several concepts by running Google AdWords campaigns with different book titles. “The 4 Hour Workweek” won out, even though Ferriss admitted that certainly wasn’t his favorite title.

However, he knows that audience appeal is more important than his own personal feelings, which is why he’s gone on to use that same branding concept across multiple products, such as “The 4-Hour Body” and “The 4-Hour Chef.”

Point is, don’t rely on your intuition or your personal bias when it comes to product titles and overall branding concepts. Instead, test these concepts out. You can easily do this in a short amount of time, even in as little as a couple days, by creating a Google AdWords campaign and tracking to see what gets you the most clickthrough rates and what concepts get you the overall best conversions.

For example, if you’re testing product names, then include the product name in ad headline while keeping the body of the ad the same. The clickthrough rates on that ad will tell you which titles have the most appeal, while the overall conversion rates will further confirm if people will buy the product.

Here’s what to keep in mind as you start testing your product titles, packaging, logos and overall branding concepts...

- Test one thing at time while holding all other variables constant. For example, if you’re testing a product name,

then everything else about your campaign should remain the same... traffic sources, ads, colors, logos, etc. The only way to tell for sure what is working is to test one element at a time.

- Get your results quickly. Using an advertising platform like Google AdWords is a great way to drive a lot of targeted traffic to your site for the test. If you already have a mailing list, then of course you can split test titles and other factors via email.

## **Closing Thoughts on Branding Alchemy**

Whew – you learned a whole lot about developing, refining and test your brand in this module.

Let's recap the branding alchemy steps...

- Step 1: Select the Right Feeling – as you've already discovered, branding is all about creating a certain feeling. But in order for your brand to be effective, it needs to create the right feeling.
- Step 2: Research the Competition – here you learned that in order to create your unique selling position, you need to get a feel for what your competitors are already doing.
- Step 3: Develop Multiple Concepts – this is the video that you'll want to return to again and again as you develop

your brand. Be sure to complete the planning sheets as well.

- Step 4: Ask the Market for Input – once you have a few concepts, titles or other facets of your branding image, then you can ask your market for their feedback. This feedback may surprise you, and it may even have you going back to the drawing board before you complete the final step.
- Step 5: Test Your Concepts – as you discovered in this video, the best way to find out if a concept is going to work is to get it in front of real, paying customers.

Once you find a branding concept that's a winner, then be sure to implement the concept into every facet of your business to build this image and develop brand recognition. Basically, you'll want to get your new image to market as quickly as possible... before your competitors beat you to the punch.

Fortunately, the planning sheets that come with this course make it easy for you to develop and refine your branding image, so be sure to make use of them just as soon as you've finished with the training.

Now let's wrap things up... see you in the final module...

# **MODULE 5**

## **Branding as a Catalyst for Business Growth**

**Remember GB = BG?**

Do you remember the GB = BG formula I shared with you earlier in the course?

As a reminder, that formula stands for

**“Good Branding equals Business Growth.”**

By this point, you're probably pretty well convinced that it's true. You need only look around at some of the biggest and most successful companies in the world to see that branding is one of the most powerful tools you have in your business arsenal. And yet so many people overlook it. It's no wonder that 95% of business start ups fail.

But you're different.

That's because you now know the importance of branding. And better yet, you now know how to develop your own bullet-proof brand that draws more prospects and customers to you while killing the competition.

As you've discovered, it's all about conveying a feeling. It's about setting yourself apart from the competition and giving your

prospects a good reason to buy from you rather than from your competitors. It's about knowing what's important to your prospects and customers so that you can directly tap into their emotions and touch their hearts.

This isn't something you sit down and do in 10 minutes... well, at least not if you want to do it right. And that concludes this course.

I'm so glad you took this course because it gives you an edge that the majority of business owners fail to master or even comprehend.

But of course, you won't get any advantage if you just tuck this information into some cobwebby corner of your mind and forget about it.

**You need to take action.** And there's no better time than today to start implementing these strategies.

So, go ahead and get started... because the sooner you develop your brand, the sooner you can grab a bigger piece of the market and absolutely dominate your niche!