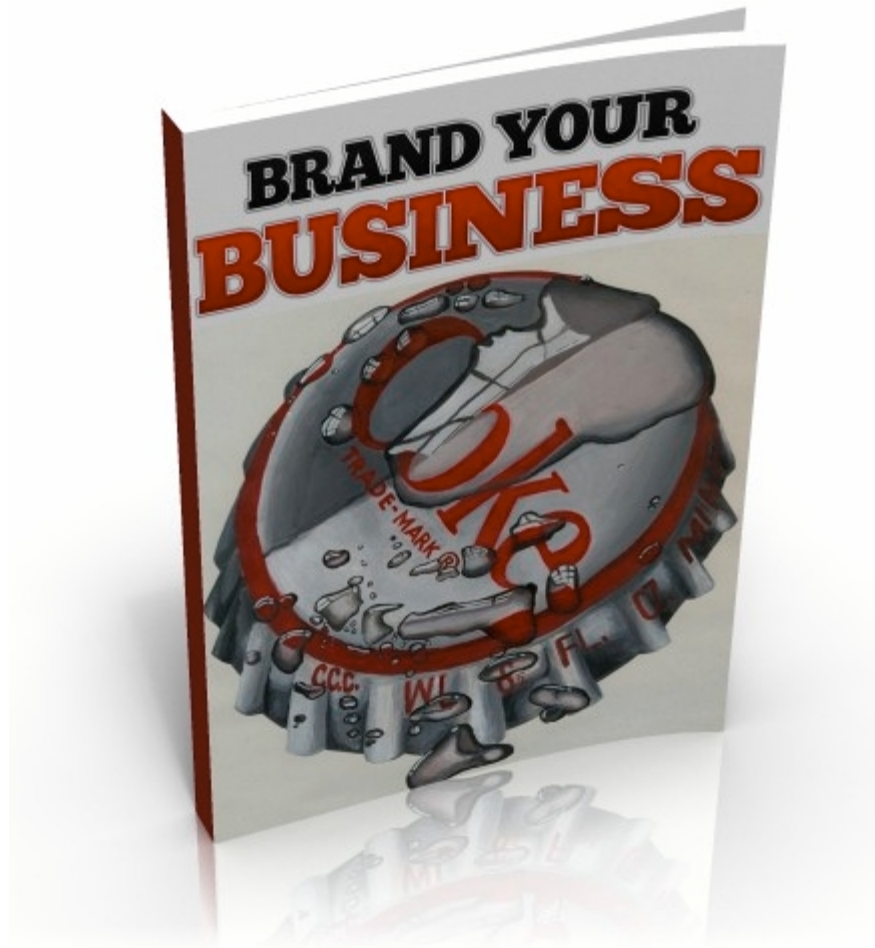


# BRAND YOUR BUSINESS:

## MINI COURSE: **PART 1**



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# BRAND YOUR BUSINESS

**W**elcome and thank you for taking the time to read and study this report and mini course.

If you are a business owner or plan to start your own business, then this report will help you position yourself to start brand your business - especially online.

Today in our fast moving **online world**, **BRANDING** is more important than ever before. And it is quick – quicker and faster than the speed of sound. It is as fast as the speed of light.

With the right strategy, the right ideas and the right budget you can brand a business or product in a few weeks. It is amazing!

This is a 6-Part, easy to read mini-course to give you ideas on **BRANDING** your business and products.

It is a good starting point with good ideas and examples. Enjoy!

## Part 1

### What is a Brand and Why Does it Matter?

Let me ask you something: ***How do people recognize you?***

This might seem like a bit of a dumb question – but stay with me for a second.

A friend meets you in the street and they recognize you because they know what you look like – right?

In the crowd, they know your face and you know theirs. But what about in the real online world where no one can see you?

Online, you're not even a face in the crowd – you are one in a billion.

You're only one website, one facebook page or one product in a sea of products that look just like you.



How are you going to stand out? Let me show you.

*Do you know who THIS is?*

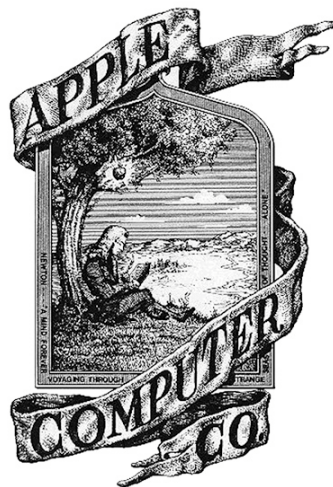


Yes, it is the *Apple Computer* companies image because by now the Apple logo is burned into your brain.

And people will pay a ton more money for a computer or smart phone with an Apple Logo on it than what they will for an unknown brand

BUT it is not just about picking any old logo.

**How do you think Apple will have turned out with THIS logo?**



No, it is not a joke – this was Apples FIRST logo in 1976. The original logo from 1976 featured a hand drawn image of Isaac Newton under an Apple tree.

The first Apple logo did look a little "*classic*" for a high tech computer company – don't you think?

Luckily Steve Jobs decided a redesign the logo almost immediately.

## But why an “apple”?

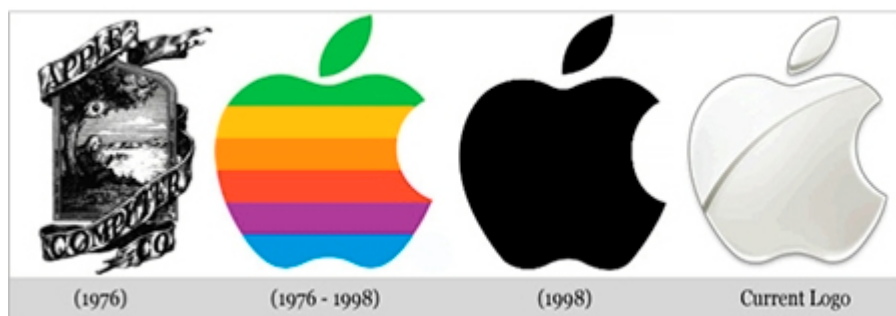
Obviously when one look at the first logo it’s easy to tie its influence to Isaac Newton. But what is the truth?

Some say that Steve Jobs wanted a company name that would appear near the top of alphabetical lists. Apple sounds fine.

But other think the apple represent something more; the fruit of knowledge, based on the Adam & Eve story.

It doesn’t really matter; logos may change over time but the BRAND stays!

Here is how Apple changed it logo in the last 40 years.



When you think of any big company, the brand is probably the first thing to come to mind.

In fact, there are very few successful businesses that *don't* have a prominent brand and it’s hard to imagine how a company could get big without investing in its image and creating an identify for itself.

Despite this, many small businesses don’t take the necessary time to create a strong brand and a strong identity that they can use to drive their organization forward.

## Why?

Often it comes down a lack of understanding. Not only do many businesses and entrepreneurs not understand how branding works; many also don’t understand just how important branding is.

## Is There Companies With No Identity?

It's not hard to find companies that lack brands when you browse the Internet. You can see from a mile away that they haven't invested the energy and the right time or effort into their branding.

These are the websites that look horribly boring, bland and generic: probably with dark blue and black writing on a white background.

Things like this don't exactly scream excitement and it calls to mind an image of a couple of "dreamers" who put together an uninspired business with no aims of growing.

They provide their service, no bells attached, no long term view, and then they move onto the next client – forgetting about the old.

It's actually kind of depressing...

## Companies How Have LOTS Of Identity!

Now think about the companies that have become international household names.

These companies have exciting names like 'Apple', 'Adidas', 'Coca-Cola', 'Nike', 'Microsoft', 'Red Bull', "BMW", "TRUMP". Etc. They also have interesting and unique logos so that when people see it, they will remember and say:

*"Oh yes, lets look out for a **CALTEX** sign to pull over for petrol".*

Many of these logos have gone on to become almost cultural symbols and are now emblazoned on t-shirts and scrawled onto homework diaries around the world.

Company websites are keeping up with this and so are the adverts. Even the products conform to an identity with unique logos.

People look for these brands now as a sign of quality and because they know what to expect. Some people even consider themselves 'fans' of these brands and get behind them 100%.

Seth Godin, best selling author, brilliant entrepreneur, and famous for his theories on *Permission Marketing*, calls this TRIBE BUILDING.

In fact, the concept of TRIBE building is so brilliant that the South Africa Chamber of Entrepreneurs (**SACE**) launched a project recently to help local entrepreneurs to build TRIBES of their own.

This project is called the B2B Online Tribe Building System.

You can download a free information pack from **SACE** to give you more details about this project and see for yourself how it works.

To get the information visit <http://SA-Chamber.co.za> for more information and to download the info pack – it is free.

In shot SACE puts it in this way: “For a small fee we are going to give you the complete B2B Online Tribe Building System.

*You will get everything lock-stock-and-barrel, AND then you will be given 45-days to “Test Drive” the system, if they like it, you keep it AND you get a Video Commercial Dealership 100% free.”*

### **The point is;**

- Brands make your company smart and more recognizable.
- A good brand makes it easy to build a tribe of raving fans.
- A brand gives your business a vision that will drive you forward and that will win you more fans (that will increase your tribe)
- When you have a TRIBE, permission marketing becomes as easy a *falling out of a tree*.

THIS is the power of branding and TRIBE building.

In the rest of this course will cover how to do BRANDING and TRIBE BUILDING for your own business.

Coming up next:

*Part 2 – The Jack Daniel’s TRIBE and how to choose your Mission Statement and Name*

