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Brand Strategy 101: Your Logo Is Irrelevant - The 3-Step Process To Build A Kick-Ass Brand (The 7 Steps To A Successful Business In A Changing Market)



Synopsis

Your Logo Is Irrelevant. No really, it is. Let me explain. It turns out that drooling dogs and ringing bells are far more important than a logo (thank you Pavlov). Sure, successful businesses have logos--easily recognizable logos. Playboy, McDonald's, Coke. But there's far more to their success than bunny ears, golden arches or a certain shade of red. Stripped of all the marketing lingo, branding is pretty simple: Your brand is all the associations that come to mind when your potential customers see or hear your name. Whether your focus is on personal branding or on branding your company culture--you've got to have more than a fancy logo and edgy color scheme to create brand stickability (you know, a brand your customers can't get out of their heads). Well, there's a process to capturing attention and getting your foot in the door of your customers' minds. Here's a taste of some of the personal branding advice you'll find in this book: You must become the first solution your customer thinks of when they have a problem you can solve. How? The first step is to figure out what your audience cares about. What keeps them up at night? What problems can you help them solve? From there, you need to apply these three steps: 1) Frequency 2) Repetition 3) Anchoring. In this e-book, we'll show you how to figure out what your customers really want. Then we will show you how to apply these three steps to help you become the trusted resource that comes to mind first when your customer's itch needs to be scratched. Is real and authentic branding going to happen overnight? Probably not. But ask yourself this: Do you want short-term results that lose effectiveness? Or are you willing to invest a bit more time and effort to create long-term results that get better and better? If you're looking for a branding book that promises a quick fix, this isn't the book for you. But if you want to create a brand that sticks like superglue--read this book! Go ahead and let the wimps and whiners have the get-rich quick schemes that fizzle and fall flat like a wet firework. You want to ignite a branding bonfire.

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Customer Reviews

I've been in business for over 28 years and there are many opinions on branding that in addition to being confusing are unsuccessful. What I like best about this book is the information is understandable with tremendous research behind it that proves the process works! Einstein said, "If you can't explain it simply, you don't understand it well enough." I feel confident using the three step process because it's simple, based on trends and common sense and easy to understand and explain. Most business practices and strategies never become that simple and that instills doubt in the mind of the business person and I believe that alone can kill a business. The information in this book is simple, practical, effective and confidence-building. I'm using it and have already recommended it to others!

I love that Michael wrote a book that was not filled with 'filler' pages and got straight to the point! Time is valuable and this book is a great kick start for any business owner! Those people who wrote negative comments should re-read this book, all the information is there to take your brand to the next level;)

This ebook is a fabulous lead in to the Pendulum book. Short, easy read - that really hits it home on branding. A must for anyone attempting to get any sort of message across - especially, writers, bloggers, business owner and thought leaders. It makes branding clear in our current environment.

While there are numerous books on branding available, few tackle the psychology behind it and more importantly the thinking of the people of today. You know, what worked yesterday may not necessarily work today and unless you completely understand the why and mindset behind doing

something, it is like giving a tool box to a monkey or surgeons instruments to a caveman. You can have all of the information, but without understanding how it is best used, it is merely more junk accumulating somewhere on a shelf. In *Brand Strategy 101: Your Logo Is Irrelevant*, Michael Drew cuts through the fluff and b.s. and gets straight to the meat of what branding really IS, today. He talks about relationships and how the best brand speaks to the heart of the customer. It is never just about the style, fonts, colors and logos - that is just the superficial icing. It is about knowing and understanding your customer, in the intimate way that relationship builds. Using some of the most successful companies and analyzing their strategies, he shares that the customer is always key and the relationship you have with that customer, speaking in a language they understand and relate to is where branding begins. There may be classic books, best selling books and books that have stood the test of time, but THIS book tells it how it really works in today's landscape. Technology has changed the way the marketing game is played and with the examples he shares throughout as examples - the real success will come if you understand and ride the waves of change. I highly recommend this book if you want to present yourself to your customer in a way that will make a lifelong and dedicated client who is happy to keep coming to you for more. Well done!

How to differentiate yourself in today's overloaded marketplace? Branding, whether personal or professional. Most people don't really understand the concept of branding, but Michael R. Drew apparently does. Here he's written an engaging book that takes you through the process of branding, and what you need to know to become your own brand, today, in today's society. He looks at what's important, what to avoid, how to recognize what works (and how to avoid what doesn't). As a writer who's seeking to have more of an impact in the marketplace, I myself found this a lively and easy-to-follow guide. And I think that "Get Your Brand to Stick Like Superglue" will be a valuable tool for anyone seeking to become better in business, or just become better known.

There's a lot of bable and gobbledy-gook and 20-dollar words surrounding the subject of branding. This very short and free/inexpensive e-book cuts through all that to give you a very clear, workable, and actionable understanding of: 1) What branding really is at its core (it's simpler than you probably think) 2) How to create a brand -- not just a "brand identity" that exists only in your own private dream world but a real-honest-to-goodness brand as identified and understood in the minds of your prospective customers. 3) How the cultural shift we're undergoing in moving from Baby Boomer values to Millennial and Gen Z values affects your brand. And the book explains it all in that order, by the way, which is great because it allows the book to be both highly grounded in unchanging

fundamentals, and yet still incredibly current on the changes being wrought in society and business and how your business can prosper because of (or in spite of) them. At the time that I'm writing this review, the book is free and an estimated 33 pages. The expense to read this book is negligible, both in money and time. The benefits are considerable and will be evident from the first chapter.

Length: 1:07 Mins

What you'll find in this book is the basics that businesses tend to forget... especially in the era of quicker marketing tactics. This is what I have to say about it.

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