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**FRONT COVER:**

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# Foreword

Branding is very similar to advertising but at a deeper level. Branding is about encouraging a potential customer to seriously consider a product by the fact that the said product is uniquely different and better than its competitors.

In the current “market place” where there are so many products to choose from, it can get quite competitive, thus attracting the customer to stay loyal or consider an alternative product is very important.



## ***The Branding Formula***

Learn How To Brand Yourself As An Expert In Any Niche And Profit  
Big Time

# Chapter 1:

## *Just What Is Branding*

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### Synopsis

Getting the message across to the customer clearly and quickly is the first point to ensure, if the said product is to succeed in the competitive market arena. Good branding styles will attract the customer base needed to ensure high sales targets achieved.



## **Some Basic Info**

Good branding styles also helps to confirm the credibility of the product advertised. If the product has a few competitors, as most products do, there is a need to ensure the customer is very aware of the benefits in making a particular choice. This is where the branding element comes in.

Being able to connect with a potential customer on a more personal level of emotional level is definitely an advantage. Therefore good branding styles needs to focus on making the sales pitch based on these sentiments.

As most products are displayed together, the product that has the most branding promotions will probably make a better impact on the potential customer. When the branding message is firmly imprinted in the mind of the potential customer, this element will help to ensure the customer stays motivated to pick that particular product.

Ensuring the loyalty of a customer stays consistent, is another reason to ensure branding is part of the promotional style of a product. With constant changes and new products being available, keeping the customer focus and loyal is an uphill battle. The branding style must be competitive and effective.

# **Chapter 2:**

## ***Research Your Topic Thoroughly***

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### **Synopsis**

Basically this entails being as knowledgeable as possible, on a particular product or service. This element is very important especially in the product branding arena.

If a product or service is not well researched then the advertising campaign which includes effective branding styles will end up being inadequate and ineffective. Worse still if the information used in the branding is incorrect or misleading, the negative repercussion can be phenomenally damaging.



## **Know All You Can**

It would be wise to use the following steps as a guide to thoroughly researching a product to ensure accurate and effective branding styles.

Market observation and the eventual preparation of a complete portfolio on the product or service must be compiled. The observations conducted to understand the needs and reasons the potential customer chooses and uses a particular product is important to ensure this information is used to the maximum advantage in the branding exercise.

Having a hypothesis exercise conducted is another important feature required when doing research. This hypothesis exercise will ensure the relevant information is market tested both from the credibility and results achieved by the use of the product.

The effort made to conduct the hypothesis exercise is to ensure without any room for doubt that the information used in the branding of the product is solidly grounded.

Gathering the relevant data to help understand the product and its hopeful impact on the consumer world is important to ensuring the success of its salability. Armed with this information the branding team will be able to focus on certain aspects of a product and use it to the optimum advantage to gain customer loyalty and satisfaction.



In conducting a complete research exercise the assigned team would also look into the competitors' success to understand the conditions tagged to its success. Only then will the research team be able to counter the competitors' success with their own styles.



# Chapter 3:

*Let People Know Who You Are-Distinguish Yourself*

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## Synopsis

Promoting services or products or one's self is pretty much the same thing. The only difference is in the style and type of promotion used. In order to be able to separate one's self from the rest and stand out favorably there are certain ideas or tip that can be followed.

It is not something to be taken lightly if individual want to get ahead in their careers or life in general. Relying on the merits of self promotion in order to distinguish one's self from the rest is sometimes the only thing that stands between failure and success.



## **Here are some of the tips to follow:**

- The ability to identify and add value to portray one's self as an advantageous choice over others is important. This form of branding will ensure the potential client stays interested enough to enquire of the added value mentioned.
- Making a presentation from the added value angle with total confidence is another attractive feature to practice. The confidence shown will not only act as a plus point but will also impress the potential client. However coming on too strong could have the exact opposite negative results, as the confidence element maybe misconstrued as arrogance.
- Being able to “read” a situation or people and adjust the approach line accordingly is also advised. One sales pitch does not work for all circumstances. In being intuitive one is able to change game plans easily, quickly, and easily.
- Target the right people. Don't waste people's time with irrelevant information if the matter does not concern them. Doing this is unnecessary and also shows the ill informed state of the individual.
- Keep things short and simple, yet impactful. Being long winded with purposeful use of technically termed language can be very

boring and annoying if it is not suitable conversation material for the listener.



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