



BRANDING



PERSONAL BRANDING



I doubt the gentleman above needed any introduction!

However, the concern in this topic is that *(regardless of whatever he is associated with)*, this is someone who literally became a household name so much to the point where the rich or poor trusted him enough to associate with his businesses.

He was literally packaged and every other effort went into staying relevant in our minds.

He went about **creating an image** about himself that connected him to the rich and powerful in society. The lesson is on this image he created within that short space of time.

- ✓ A general misconception for most startup founders is that Branding has to do with getting a nicely designed logo, flier or good packaging for their products.

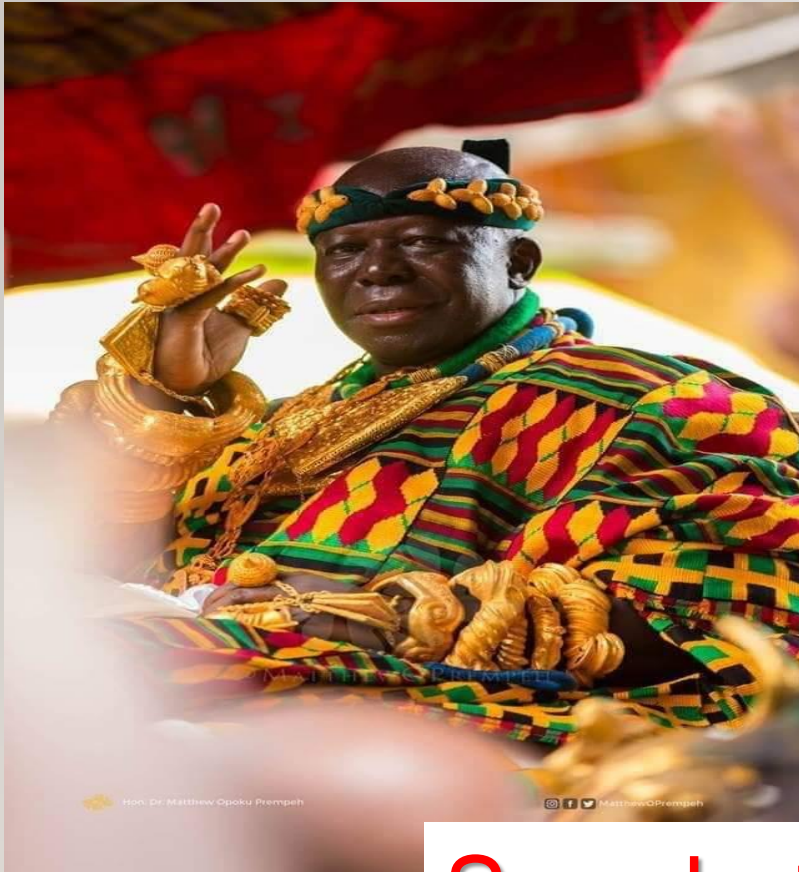
But practically **UNTRUE**.

The concept of **Branding** in business goes beyond all that.

- ✓ **BRANDING** is a **process**; initiated consciously by a team or individual to position their offer in the minds of consumers or prospective clients.

Every other thing you read online or hear from a Graphic Designer is only an aspect of visualizing or creating this kind of image about you or your business and not branding itself.

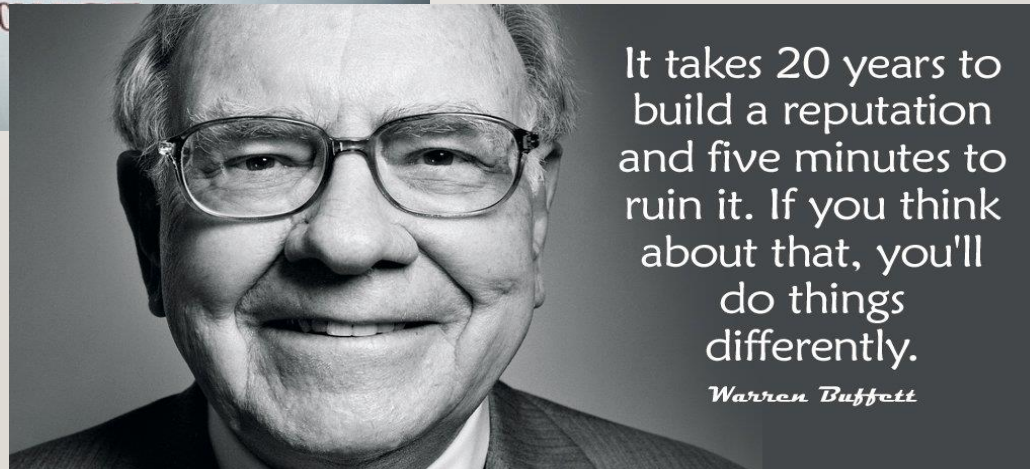
A person can be branded just like products or services. Truth is that, people will buy you before they buy your product. More importantly, Investors are interested in knowing who you are.



So, what is your Story or Experience?

BASIC TO DOS:

1. PERSONAL: BUILD A GOOD REPUTATION FOR YOURSELF
2. ONLINE : CREATE A STRONG IMAGE ON SOCIAL MEDIA



BASIC THINGS TO DO FOR A STRONG ONLINE PRESENCE:



1. Be careful of what you post. Everything that enters the net, stays!
2. People buy into you before they buy into your business, so create a responsible personality for yourself.
3. Pictures and images you post must be clear and speak positively about you/brand.
4. Sometimes you post, sometimes you comment/react. Know when to apply this.
5. Protect your brand, even if people don't like or comment, they still watch.
6. Be known for something you can do best. E.g. Writing on health issues, business ideas, technological advancement etc.
7. Create Facebook, Twitter and Instagram pages for any new idea you get.

BUSINESS BRANDING





Branding as has already been established is premised on good marketing & advertising. Through both business activities, the customer or prospect will then get to know who are and about what we offer. The goal however is to ensure that your product or service comes in mind first whenever the problem you solve arises.

So, to have a good brand in Business:

Let your Brand tell a Story
Consider Value & Trust
Build your Online Platforms

There are two main components of business branding

BRAND IDENTITY (Distinction)
BRAND IMAGE (Impressions)

BRAND IDENTITY

These are Visible Elements that Identifies & Distinguishes your offer from others.

They include: **NAME, LOGO, COLORS, DESIGN.**

You must ensure that they are all consistent in every publication from your business.



BRAND IMAGE

This basically refers to how Brand is Perceived by Customers. They are the lasting Impressions you leave in the minds of the consumer or prospect.



These goes a long way to include Customer service, your product or service packages and in fact how all your 7P's are presented.

Simply put, what is the first impression you leave when I encounter your Brand?

ACTIVITY

There are characteristics and features of each brand identity

Discuss with *your Facilitator* on how You can Develop the various components

1. Name
2. Logo
3. Color
4. Design



THE END!

FURTHER QUESTIONS? Email us: frontpageconsult@gmail.com