How To Launch A Brand: Your Step-by-Step Guide To Crafting A Brand: From Positioning To Naming And Brand Identity

Synopsis

This audiobook will guide you through the steps necessary to build a brand from the ground up: Step One (Chapter One): Create a brand platform Step Two (Chapter Two): Devise a brand name Step Three (Chapter Three): Design your brand's identity Step Four (Chapter Four): Craft your brand atmosphere touch points Most entrepreneurs, even seasoned brand managers, launch first and then work on slowly transforming the new offering into a brand. A logical progression, I would agree. After all, how can you possibly launch as a brand if you don't have any customers or marketing outreach and - obviously, since you just launched a new offering - you have no legacy or advocates? The simple answer is by design. Design relates to the systematic process you have to adhere to, which is likely the primary reason you have sought to listen to this book. In addition though, design truly holds the key to the success of your new brand. It will set your offering apart to look, feel, and sound like a brand at the time of launch, as opposed to something that might or might not have the power to eventually turn into a brand. This audiobook will teach you how to launch your brand by design. I share expert insights based on two decades of professional experience transforming new product and service ventures from ideation phases to tangible brand realities. Each of the key phases of preparing for a brand launch are broken down into practical guidelines designed to help you make the right branding decisions along the way.

Book Information

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Crafting a Brand: From Positioning to Naming and Brand Identity Launch!: How A Startup Made Over $100,000 Crowdfunding On Indiegogo With This Launch Strategy How to Style Your Brand: Everything You Need to Know to Create a Distinctive Brand Identity Start a Successful Photography Business in 34 Days: Actionable steps to plan a portrait or wedding photography business, develop a brand, launch a website, write a marketing plan & more. Private Label Empire: Build a Brand - Launch on FBA - The Perfect Home-Based Business to earn $1000 to $20000 per Month (FBA, FBA ... Physical Products, Private Label, FBA) Private Label Empire: Build a Brand - Launch on FBA Songwriting - Crafting A Tune: A Step By Step Guide To Songwriting (2nd Edition) (singer, lyrics, music lyrics, singing, songwriter, writing songs) The Brand Called You: The Ultimate Brand-Building and Business Development Handbook to Transform Anyone into an Indispensable Personal Brand Brand Identity Breakthrough: How to Craft Your Company's Unique Story to Make Your Products Irresistible Naming a Web Site on the Internet: How to Choose, Register and Protect the Right Domain Name for Your Web Site CORPORATE IDENTITY 4 (Graphis Corporate Identity) (v. 4) System Administration Guide: Naming and Directory Services (DNS, NIS, and LDAP) Positioning: The Battle for Your Mind Naming the Child: Hope-Filled Reflections on Miscarriage, Stillbirth, and Infant Death Solaris and LDAP Naming Services: Deploying LDAP in the Enterprise Recovering the Sacred: The Power of Naming and Claiming Naming and Necessity Naming Infinity: A True Story of Religious Mysticism and Mathematical Creativity (Belknap Press) The Naming: The First Book of Pellinor (Pellinor Series)