



Brand Strategy 101: Your Logo Is Irrelevant - The 3 Step Process to Build a Kick-Ass Brand

Michael R. Drew

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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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Uche says

Excellent action points, but incredibly short! Would have appreciated more.

Haylie Donnelly says

Great book for starting professionals. I'm definitely going to be implementing most if not everything I read in this book to the brand I am currently developing.

Kytka Hilmar-Jezek says

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 they 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!

Bryan Rohrer says

Great book for marketers, preachers and anyone who needs to understand.

The concepts here apply to an awesomely wide scope of genres.

Mr. Drew has a real world approach to Branding, and never lets you grow tired learning the difference. as the desires of our audience keeps shifting back and forth. You would be missing out if you never grasped the concepts in this book.

Karen Whooley says**Not much to it**

Basically it's a to do list. No details and pretty much a regurgitation of other author's work. Most of which I have read from best selling author.

Anton Nikolov says

Book is not going in dept about branding but gives some nice points which are important. I would recommend it for Designers beginners. It is a good start.

Jacel Jones says

I had taken advertising/Marketing class before and it's great reminder of what's what.

Marcos Sanz says**Great read**

Really good and insightful book. It helped me reach a newer level in marketing and design understatement, truly appreciate it.

Stevewilliams27 says

this book is 30 pages...so not very comprehensive. pithy and not completely useless i suppose
