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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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