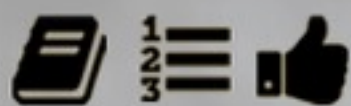


# NO BRAND NO BUSINESS



EPIC STARTER TIPS



LUKE



NO BRAND, NO BUSINESS

**LUKE**  
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My name is Arthur Luke – previously creative director of the world’s biggest branding agency. I’m a branding expert, coach, blogger and lifelong entrepreneur.

For over 35 years I have been helping some of the world’s biggest brands and smallest startups, as well as my own, to find success.



## What branding is and what it is not!

Branding is one of the most important aspects of any business, large or small, retail or business-to-business (B2B). But what exactly does "branding" mean?

**In plain English - a brand is the all-encompassing experience a person has with your company or organisation – nothing more nothing less.**

Branding is one of those overused but often misunderstood words.

### 5 common branding myths:

1. A logo is a brand
2. A name is a brand
3. Products are a brand
4. A visual identity is a brand
5. A website is a brand

These are in themselves individual expressions of your brand.



## What can be branded?

In short - anything: products, services, organisations, places and people. You name it and it can be branded. Ask any cowboy!

**Branding usually involves five common components** *(taken from 'What is branding' by Matthew Healey):*

- **Positioning** – this means defining in the customer what a brand stands for and how it compares to competing brands.
- **Storytelling** – when we buy brands we buy their story – good or bad.
- **Design** – the design is the liquid as well as the label, the self as well as the surface.
- **Price** – is a vital, though less obvious aspect of a brand. If two cheeses in a supermarket look and smell the same, most customers will take the more expensive one. It is a fact!
- **Customer relationship** – we all know this one from experience as customers.



There is a reason why successful companies spend literally millions on creating, and refining their brand and the answer is because it is that important to them.

They understand the power of the brand and how it can influence their audience and set them apart from their competitors.

## How do you define your brand?

Now I have mentioned what a brand is and what it is not and briefly what a brand does. But, I can hear you say, now what!

How the hell do I create my brand? And where do I even begin?

Well the short answer is at the beginning. To do this I have put together a series of important questions you need to ask yourself.



## Q1 - Brands you love

A good place to start is by looking at a few existing brands that you love and say why you love them. What draws you to those brands?

List 2 brands you love and why:

For example, is it their range of products, design, customer support, philosophy (their 'Why'), advertising, social conscience?

### Brand 1

Why?

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Why?

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Why?

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Why?

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Brand 2

Why?

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Why?

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Why?

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Why?

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## Q2 - Brands you hate

Now, hate may be a touch too strong but, just to get a balanced view and give you the opportunity to let rip, I want you to list 2 brands that really do wind you up and why.

**Brand 1**

Why?

.....

Why?

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Why?

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Why?

.....





## Brand 2

Why?

.....

Why?

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Why?

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Why?

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## Q3 - The 'Why'

Every business and start-up knows what they sell and some know how they sell it differently to others. Few have ever considered why they do what they do.

If you can define why you do what you do, why you get out of bed in the morning (and I don't mean for profit – that is a result), and if you can articulate that clearly and succinctly you have a powerful basis on which to develop your business and brand.

**'People don't buy what you do, they buy why you do it'**

In order to define your 'Why' it will help to first set out your 'What' and 'How'.



## 1. 'What' you do

Write down what is it you, your product, your service do?

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.....

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## 2. 'How' you do it:

Write down how you do it:

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.....

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### 3. 'Why' you do what you do:

So what's your why? Your 'why' is your purpose, it's why you get out of bed in the morning.

Here are a couple of famous examples:

**Ben & Jerry's:** 'Making the best possible ice cream, in the nicest possible way.'

**Walt Disney:** 'To make people happy.'

Write down a couple of reasons why you do what you do:

Tip: It should have the ability to add the words 'I believe (in)'' in front of it if possible. It should be between 3 to 5 words in possible.

1.

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2.

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## Q4 – What makes your business different?

In order to define your brand you need to know what it is that makes your product/service brand different from everyone else's. **What's the story?**

Think hard on this one as it can be a challenging question to answer.

List 5 things that make your brand unique and different from your competitors

1.

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2.

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3.

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4.

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5.

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You are nearly there now! Here are a couple of fun questions to help you define your brand!

If you had to explain your product/service/cause, whatever it is to your grandma what would you say?

(No big words or jargon here.) I hate jargon!

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Describe what value it will bring to your potential customers. Think about the benefits.

1.

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2.

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3.

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4.

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## Finally

We have looked at what a brand is and what it is not and which brands you love and which ones you don't. We have articulated the 'What', the 'How' and most importantly the 'Why' of your new brand. We have also identified what is potentially different about your brand.

Now we need to put all this together into a simple statement.



## Your brand

What:

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How:

.....

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Why:

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What is unique about it?

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.....





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I hope you found this Ebook useful. It covers a few of the many things you need to consider at the beginning of your brand journey.

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