

# How to Launch a Brand - Special Workbook Edition (2nd Edition): Your Step-By-Step Guide to Crafting a Brand: From Positioning to Naming and Brand Identity



This book will guide you through the steps necessary to build a brand from the ground up: Step 1 (Chapter 1): Create a brand platform Step 2 (Chapter 2): Devise a brand name Step 3 (Chapter 3): Design your brands identity Step 4 (Chapter 4): 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 dont 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 are holding this book in your hands. 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 book will teach you how to launch your brand by design. In this book 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.

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