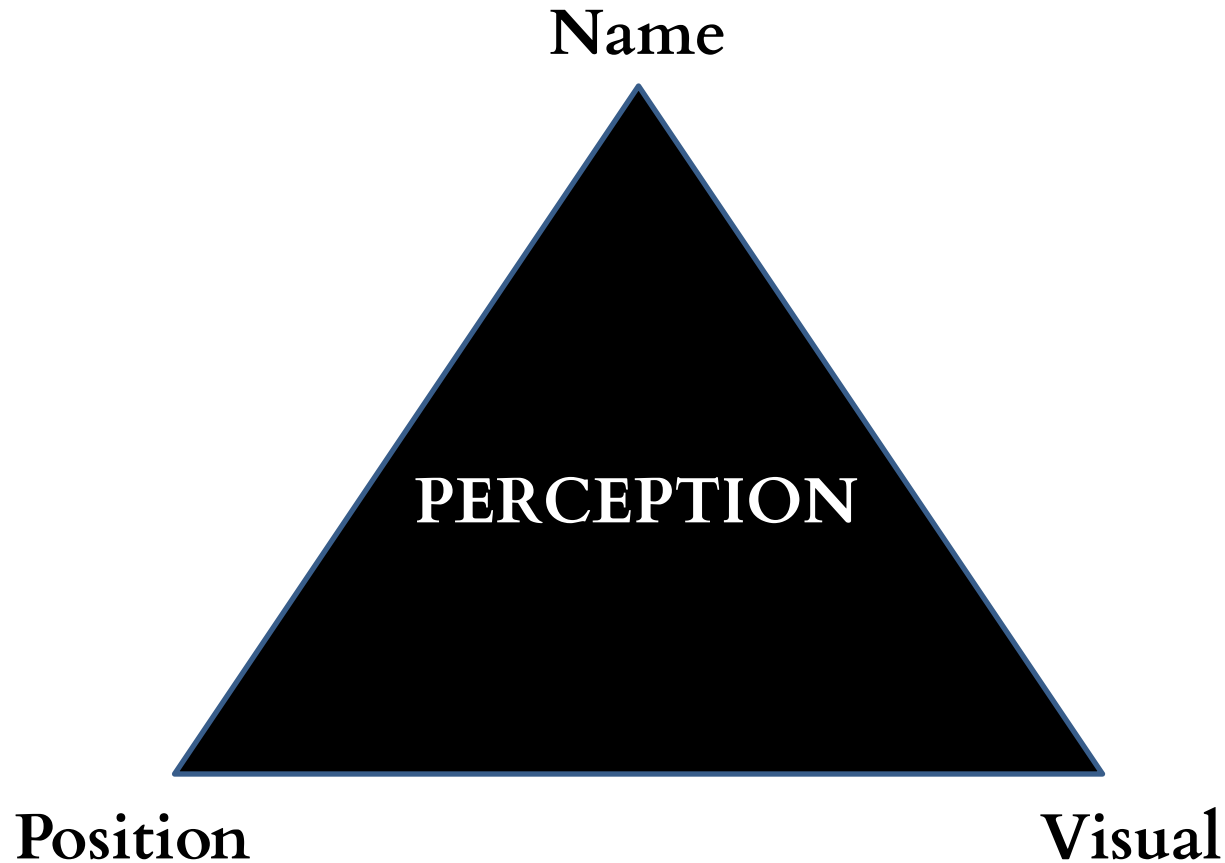


The Brand Trinity



By Justin Quick

WHY?

“Every year we need to make our products better, cheaper, and more reliable than ever.”

Better.

Improve.

Add or combine features.

“Find a need and fill it.”

“The customer is always right.”

ASK people what they want.

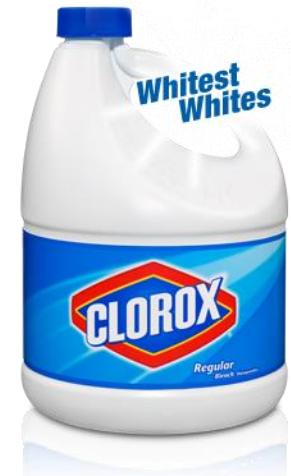
You don't create a new brand by improving the lion.

The Endless Parade of Meaningless Benefits

Have you ever heard...

- Tastes great
- Saves money
- Whitens teeth
- Easy assembly
- Easy to use
- Bigger
- Smaller
- Lighter
- Faster
- Cheaper

Research shows 33% of product categories have NO differentiated brands



The Superior Strategy Wins

Not the superior product. Not the superior people.

Don't say yours is better. Why aren't you #1? That's what they all say.

Don't say yours is higher quality. Does a Rolex keep better time than a Timex?

Don't make a swiss army knife. An all-in-one product. Don't combine products/features.
Shampoo. Shower. Chocolate milk vs Butter

There is almost ZERO correlation between marketplace success and testing success
Pepsi. RC Cola.

The perception of quality resides in the mind. You need a better PERCEPTION.
The story of Mercedes, Mont Blanc, Rolex.
Use better ingredients to justify a higher price.

Leadership is the #1 motivating factor to consumer behavior
So create the perception of leadership in some regard

What is a brand?

A brand is your company or product

A proper noun, starts with a capital letter

It cannot appeal to everybody

A brand program is designed to *differentiate* your product from the herd

Your brand is your position — WHAT YOU STAND FOR — in the mind

It's not just your product

It's an *attribute* or *concept* or *idea* related to your product

Little Caesars = “two for one” take-out only pizza

Dominos = “30 minute delivery” pizza to your door

FedEx = “overnight” small parcel delivery

Red Bull = first energy drink

Rolex = first expensive watch

*In contrast, what is a
Chevrolet? A Ford? A
Sony?*

BIG BRANDING MISTAKES:

#1 - Advertising all your features

A car's reliability, gas economy, looks, interior, drivability, size
If you advertise everything, nothing is remembered

#2 - Advertising your brand's most important feature (unless it can be visualized)

Features can be copied

Imagine if the iPhone was "the white cell phone"

Volvo is the **safe** car, not the "first car with a seat belt"

The 3 Sacrifices

1. One kind of product

Honda sells way more cars in America than in Japan
In Japan, Honda is “a motorcycle company”

2. One attribute (message, benefit)

Focus – your attribute is who you are

Functional, not funny, not purely emotional
Why buy yours over others?

What is your product really good at doing?

“Best of breed” of anything is good at doing one thing exceptionally well
A great car is not a great boat

3. One kind of target customer, market segment

Your brand has been designed especially for this kind of person

Narrow your focus

Be a specialist, NEVER a generalist

Boston Rotisserie Chicken changed their name to Boston Market and went bankrupt

Use better ingredients and start with a higher price

What can you put into your brand to justify a higher price?

Montblanc – fatter pens, studded with jewels

Rolex – bigger, heavier watches with a unique wristband

Papa Johns – better ingredients, better pizza (more expensive than Dominos)

Create the impression you are the first, the original, the leader

Be an authentic first (mentally)

Coke was not truly the first cola, RC Cola was

The #1 claim is authenticity
Firstness IS Leadership

First to focus on your attribute

How you make it (a magic ingredient, secret recipe)

The Latest (is greatest)

The Next Generation

The Favorite is #1

Heritage, a strong history aligned with customer's past
The Original (Budweiser, Coke)

The Preferred (by a certain group)

The Most Recommended

***Being physically first
doesn't mean you're
mentally first.***

There have been many
“real” first brands of
products that never made
it into the mind.

Who made the first
automobile (Duryea)?

Who built the first
television (Du Mont)?

Who build the first
washing machine
(Hurley)?

Find a focus

Think laser (out-focus) not star (out-shine) — *“The man who chases two rabbits catches neither”*

Your target customer feels an urge to be different from the “misguided majority”

To find a focus, find the enemy (the problem)

BMW said Mercedes was a living room on wheels, the ultimate sitting machine

In the water industry:

Poland Springs

Sourced only from carefully selected springs

Vitamin Water

A range of flavored waters with added vitamins and minerals

Brita

Solutions for better water

Culligan

The World’s Foremost Water Conditioning Experts Is In Your Neighborhood

American Water Works Association

Advocacy for improving the quality and supply of water in North America and beyond.

Assets

What you own and control

Offer

Specialized in offering a certain kind of product only

Approach

How you uniquely do what you do

Skills

Your unique set of skills

Mission

The values that drive you



Tangible



Intangible

Your most important decision

Your brand name

Don't use a generic "means everything" name — General Electric

What is Seattle's Best Coffee? Starbucks!

1. **Use the founder's name?** McDonald's, Sears, Toyota, Wal-Mart
2. **Use a regular word out of context?** Blockbuster, Budget, Staples
3. **Turn your attribute into a name?** Swiffer, the swifter way to sweep

Try to summarize your brand in one sentence

What is your new product category?

Names are proper nouns

Check other languages.

Zappos.com started as
ShoeSite.com

Avoid common nouns as names if possible

Cars.com, Garden.com, Gifts.com, Postcard.com

It wasn't **SearchEngine.com** but **Yahoo.com** and **Google.com**

It wasn't **Books.com** but **Amazon.com**

It wasn't **Jobs.com** but **Monster.com**

Not **AirLineTicketBid.com** but **Priceline.com**

Not **Travel.com** but **Expedia.com**

Supplement brands:

Nature's Answer

Nature's Bounty

Nature's Herb

Nature's Secret

Nature's Way

Nature's Best

Nature's Gate

Nature's Plus

Nature's Works

McDonald's is a better name than Burger King

Hertz is a better name than National Car Rental

Time is a better name than Newsweek or U.S. News & World Report

Kraft is a better name than General Foods

More ideas on naming brands

1 – **Short.** (Easy to spell.) CNET.com for computer networks.

Flu therapy becomes TheraFlu. Nilla, vanilla wafers. Jell-O, gelatin dessert.

Even AskJeeves.com became Ask.com.

2 – **Simple.** (Simply constructed.) Coca-Cola has eight letters but uses only four.

Nissan has six letters but uses four.

3 – **Suggests category.** Blockbuster. Netflix. Youtube.

(**BAD:** More.com sells health, beauty, and wellness products)

4 – **Unique** (memorable). Monster.com

5 – **Alliterative.** Blockbuster. Bed, Bath & Beyond. Dirt Devil. Weight Waters.

6 – **Speakable.** Esp. important online. Not vital for Abercrombie & Fitch

NEVER 123greetings.com

7 – **Shocking.** DieHard auto batteries. FUBU fashion. Diesel jeans.

Lock the shock to the category benefit. Amazon = “Earth’s biggest bookstore”

8 – **Personalized.** Named after an individual. Tesla. Trump. Papa Johns. Dell.com

Don't call it that

Get all the bad names out of you first

Write down why those names are bad

People pay less attention to descriptive names

Don't let the name tell people what you do

Sleep-inducing

You need to be fascinating

Only you care about what you do day to day

Your name shouldn't explain anything

Don't have a general, all-encompassing name

Show personality

Meaningless. Squidoo?

Make a connection with what's in the mind already

A picture should come up when your name is said

List the name of all your competitors to be sure you sound different

Avoid license plate names

Use the "Siri test"

Having to explain, pronounce slowly, or spell your name out is essentially having to apologize for it.

Is that how you want to discuss your brand?

Speecee's organic baby clothes went out of business. "Why is this your name?" Oh well, the regular domain just wasn't available...

Your name starts your story

It's your thesis statement — informs on what you've created

What do you want your name to say about you?

Good names are easily dismissed if you ask beforehand

APPLE computers?

VIRGIN airlines?

TRUE RELIGION jeans?

BANANA REPUBLIC clothes?

ARROGANT BASTARD strong beer?

Look into the back story of your product

Establish a feeling, not a sales pitch

Every name will have weaknesses

Think up a level, over their head (Starbucks is from Moby Dick — who knew?)

Your name makes them smile

SUGGEST something about your brand, in a metaphorical way (not descriptive)

Leaf (electric car) Brawny (paper towels) Kickstarter (crowdfunding)

MEANINGFUL. Resonates. You won't be there to explain it.

Kryptonite (bike locks) Repel (insect repellent) Mayday (tech support)

IMAGERY. Visually evocative.

Timberland (outdoor gear) Irish Spring (soap) Leap Frog (educational toys)

LEGS. A theme that works in many ways.

Firetalker PR. CEO is Fire Chief. Office is The Firehouse.

Packages: Inferno, Controlled Burn, Matchbox

EMOTIONAL moves people. Fast Company says half of buying decisions are emotional.

Wine bottles: Fat Bastard, Layer Cake, Little Black Dress

Obsession (perfume) Pedigree (pet food) Snuggle (fabric softener)

Names vs Domains

YOU DON'T NEED AN EXACT MATCH DOMAIN

People don't care, they just need to find you.

These multi-million/billion dollar companies started with:

GetDropbox.com

SquareUp.com

BasecampHQ.com

Slideshare.net

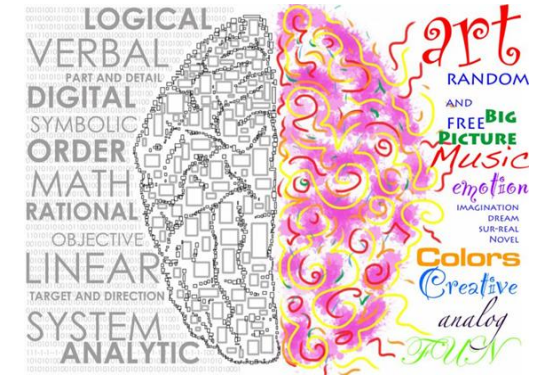
TheFacebook.com

1. Add a word, a modifier, descriptive is ok, perhaps create a call to action
Buy... Enjoy... Get... Go... My... Try... Co... Store... Online... Store...
2. Be more creative and reinforce your brand
Rehab (yogurt store) uses GetMeToRehab.com
Peanut Butter & Co uses ILovePeanutButter.com
3. The ONLY domain extensions okay to use other than .com is .net or .biz
NO OTHERS SHOULD BE USED!

Design a **visual** difference into your brand

The visual is the most powerful tool for getting into the mind

Visuals are more emotional than words



Emotion holds a concept in your memory (First house, Marriage, Child Birth, Car Accident)

A visual lets you take advantage of “whole brain branding”

Left brain thinks in words (Verbal)

Right brain things in images (Visual)

A visual helps you take ownership of your attribute

A visual reinforces your verbal position

Select a claim (attribute) that’s visually different,
not verbally better

ALL DAY STRONG
ALEVE
BAYER

2 Aleve can provide all day arthritis pain relief. It would take 6 Tylenol to do that.

SAVE \$2 on Aleve

Based on minimum label dosing for 24 hours if pain persists.

The Visual Dominates The Verbal

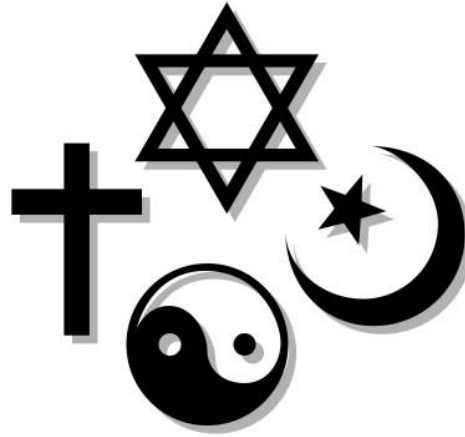
When in conflict, the visual wins

**This is the
ugliest
woman in
the whole
world**



5 of the strongest visuals

1. **Shape** – simpler is preferred, avoid the complicated and abstract



Create a unique, new shape

Avoid trite shapes: sun, star, rectangle, circle, arrow, triangle, checkmark, square



Mercedes-Benz

5 of the strongest visuals

2. Color – preempt a specific, custom color



Shutterfly grossed \$3.1B in 10 years



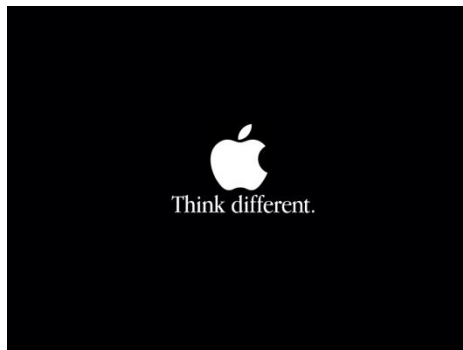
If no other brand in your category is doing so,
use a color in your name



Be the opposite

Electronics are almost always BLACK

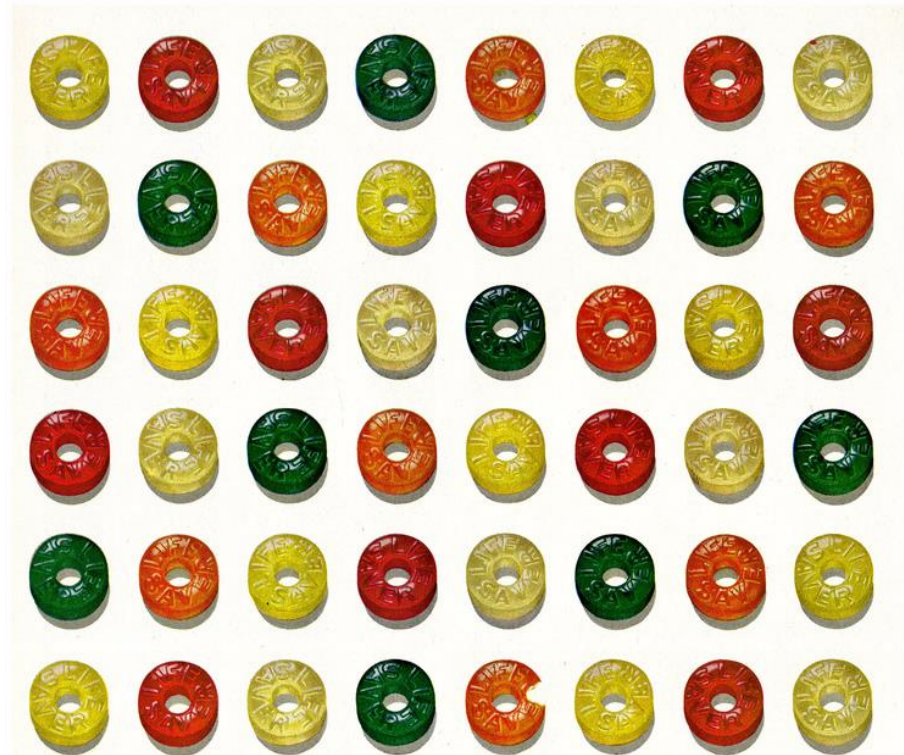
That's why Apple's are WHITE
Apple left the rainbow apple for a white apple



5 of the strongest visuals

3. The Product Itself

Design the visual difference into the product



please do not lick this page!

P.S. Get 'em in the handy roll
...everywhere



5 of the strongest visuals

4. A Unique Package

If you can't make your product look different, put it in a different package



5 of the strongest visuals

5. Demonstration with action, movement



Soap dries your skin, but
DOVE creams your skin
while you wash

New bath and toilet bar is one-quarter cleansing cream.

BRAND-NEW FORMULA! DOVE is a completely new formula—DOVE creams your skin while you wash. No more of that dry feeling you get after using soap.

AMMONIUM-BENZOATE! DOVE has more of the gentle alkalinity of soap. You could wash with wild west's roving three a day—no matter how sensitive your skin!

LEAVES IN HARD WATER! DOVE gives you rich lather, even in hard water. And never leaves a bathtub ring.

CREAMS AND RINSE AWAY! Deeper than any cream, any soap, any liquid cleanser. Lathers out every trace of grease or stain—make-up! Leaves your skin so clean.

NEW SHAPE, DOVE is sculptured to fit your hand.

MORE CREAM THAN ANY SOAP. One-quarter of every bar of DOVE is rich cleansing cream.



How do you visualize your claim?

Tropicana – NOT from concentrate

When changed to “squeeze” sales dropped 20% in two months



Legendary Labels

The Leading Branding Course for Internet Marketers


What makes it special?

My clients pay from \$3,000 to \$10,000 for my copywriting services
Or as much as \$500 per strategy sessions with me
I know what's in amazon selling courses... And what isn't
Get my brain in downloadable form, watch at your leisure

Angela @bigpond.net.au>

to Justin 

Hi Justin,

I will be getting the  copy to you once I get back home.

Here is my testimonial... the ocean reference is a catch phrase of mine and you are welcome to take it out, or change anything you like...

Justin is a marketing genius with a built in GPS that leads straight to the core of what's important, relevant and most effective to bring out the best in your business.

Hands down the best marketing advice I have ever received.

To say I'm impressed with his talent is like saying the ocean is a little wet!



Legendary Labels

The Leading Branding Course for Internet Marketers

V1: Legendary Labels

*The proven strategies that defined, developed,
and expressed the world's best brands*

If you are not first, what's the best strategy?

- Why you should never "build" a brand and what you should be doing instead
- **Why your brand needs an enemy and how to establish that enemy**
- Why your brand needs three names to be a success
- **The best branding strategy when you're faced with a sea of similar products with similar prices**
- How to create the high-end, ultra expensive brand



Legendary Labels

The Leading Branding Course for Internet Marketers

V1: Legendary Labels

*The proven strategies that defined, developed,
and expressed the world's best brands*

- **Best practices to make your brand seem like it was the first, the leader, the pioneer, or the original**
- Why not to "fight" with competitors but what to fight instead
- **The benefits of having a brand war**
- How Johnson & Johnson's BABY shampoo became the #1 selling ADULT shampoo
- **How to name your brand (the most important branding decision you'll ever make)**



Legendary Labels

The Leading Branding Course for Internet Marketers

V1: Legendary Labels

*The proven strategies that defined, developed,
and expressed the world's best brands*

- The easiest way to destroy your brand
- **Should you use the company name in or as the brand name?**
- How sub-branding destroys the whole company
- **How to control a market for years with a family of brands**
- The dangers of generic names as brand names (the fastest route to brand failure)
- **The #1 way to strengthen any brand instantly**
- The crucial ingredient to be seen as authentic
- **The best color for your brand. How to pick it**



Legendary Labels

The Leading Branding Course for Internet Marketers

V2: Internet Brands

--> **How to follow the lead of companies like Amazon, Dell, and Zappos, all of which were started by single entrepreneurs, not Fortune 500 corporations.**

--> People don't search for advertising, but I'll tell you the four things people do search for, and if you fill your website with these, you won't need to depend on advertising.

--> **Why not to dawdle. People expect you to say your brand is better. Nobody cares if you try harder (Avis isn't #2 anymore). Find out why never to benchmark yourself against your competitor**



Legendary Labels

The Leading Branding Course for Internet Marketers

V2: Internet Brands

--> Amazon was not the first online book store. So what one thing did Amazon do right that no other online bookstore did?

--> **How to avoid the price game. The masses see the Internet as the medium to find the “best deal” which often means “lowest price.” I’ll show you how to get out of that game and enter the high end of the market**



Legendary Labels

The Leading Branding Course for Internet Marketers

V3: Creating New Categories

How to compete in three of the most highly competitive Amazon product niches you can imagine --

- Vitamin C serum

+ Guidesheet

- Yoga Mats

- and Garcinia Cambogia capsules

...and shows you how to aim for "brand RELEVANCE" instead of "brand PREFERENCE."

If you do this, you will make the sea of similar products with similar prices IRRELEVANT.

Create all the credentials you need to have instant "run-away" success in the marketplace.

How to create new categories you can take ownership, what makes for the right credentials, AND how to use them to make your benefits carry much more weight.



Legendary Labels

The Leading Branding Course for Internet Marketers

V4: Creating A Visual Difference

**Creating your most powerful tool
for getting into the mind**

- You'll learn how to stay out of the "everything to everybody" trap, why you must be consistent with your visual, and why your visual should be functional (not funny).

Then, I tell you the 9 strongest types of visuals you can use. These are the most powerful tools in a marketer's toolbox.

- Design lessons from best-selling automobiles

- Why you want your product to look like it doesn't belong in its own product category

- How to design your visual so it makes an instant connection



Legendary Labels

The Leading Branding Course for Internet Marketers

V4: Creating A Visual Difference

- How to design what you want to say about your product into it's packaging
- **Ways to best demonstrate the difference between your product and everyone else's**
- Tips to create a visual metaphor that brings invisible products to life
- Why for max power you must lock your visual to your verbal position and how to do it
- **When being perceived as "old" is better**
- Why I say to beware using celebrities
- **The 3 levels of strength you can have with a visual and which one gives you the most bang for your buck**

This video is filled with examples of the most powerful visuals, symbols, and logos of all time



Legendary Labels

The Leading Branding Course for Internet Marketers

V5: Brand War

**Tactics brands use to
fight competition and win**

This video teaches you how to outwit, outflank, outfight the competition right where marketing battles are fought — in the minds of prospects.

You'll learn almost everything you need to know about the 4 kinds of brand war: defense, offense, flanking, and guerrilla style fighting.

- **Why defense is for leaders. How to use the principal of force to win any battle. Why leaders should attack themselves and block all competitive moves.**
- Why offense is only for the No. 2 & 3 brands who can contend with the leader. How to attack on as narrow a front as possible. And best of all, how to take advantage of the weakness inherent in the leader's strength and why NEVER to attack the leader where he is weak.



Legendary Labels

The Leading Branding Course for Internet Marketers

V5: Brand War

- **Why smaller companies flank and create some of the biggest marketing successes of all time by moving into uncontested areas.**
- And why most brands should fight guerrilla style by finding a market segment small enough to defend.

You'll see why you should not focus on your product or your customer but on your competition — plus other secrets of brand warfare like:

- **Why the rich get richer**
- Why it's impossible to have a "better product" or "better people" working for you
- **Why superior strategy wins the war**



Legendary Labels

The Leading Branding Course for Internet Marketers

V5: Brand War

- Why the advantage is always with the defense and how to get there "first with the most"
- **How to tear up the leader's terrain**
- 3 principles of defense
- **How Tylenol blocked Datril from ever even getting 1% market share in spite of the fact it was the exact same product (acetaminophen)**
- How leader's advertise in peacetime
- **Why to attack the leader and avoid the temptation to prey on the weaker "easy pickings"**
- 3 principles of offense



Legendary Labels

The Leading Branding Course for Internet Marketers

V5: Brand War

- **Why you can't win where the leader is strong**
- How to find the weakness in your competitor's strength
- **Why only the leader should offer a full product line**
- 3 principles of flanking, the most innovative and high stakes way to fight, plus the 7 most common ways brands are flanked
- **3 principles of guerrilla war**
- How to be a big fish in a small pond
- **5 kinds of guerrilla brands**
- **Why the stronger the leader's position, the greater an opportunity there is for an alternative**



Legendary Labels

The Leading Branding Course for Internet Marketers

V6: Brand Stand

**Turning your tactic
into a marketing strategy**

Now that you've got your tactic, I'll show you how to turn it into a strategic direction for your company or product.

Most companies start with a strategy and turn it into tactics — that's the worst thing you can do.

This video details how to turn a tactic into a strategy that exploits your chosen tactic as fast as possible.

You'll see how Unilever launched a laundry detergent that immediately captured 12% of the \$3.5 billion U.S. detergent market plus

**- Why you should never listen or act on predictions about the future but should instead
CREATE a new future**



Legendary Labels

The Leading Branding Course for Internet Marketers

V6: Brand Stand

- Get secrets of specialist brands and learn why they always win of generalist brands
- **How to find a tactic your competitors can't copy**
- Why your tactic comes with a built-in negative and how to use that negative to add all the credibility your brand will need to make the sale

- **How to build your tactic into a strategy that puts you in sync with what your market segment wants**

- Why to avoid "trying harder" in all it's forms

- **Why you can't change marketplaces or minds and what to change instead**

- 4 ways to shift the battlefield in your favor if your brand is losing

- **How to launch and "pour it on"**



Legendary Labels

The Leading Branding Course for Internet Marketers

Testimonials out the wazoo

Just a quick note to say, Wow, thanks Justin! My wife and I have been through a lot of courses for online marketing, but felt there was still something missing. We kept experiencing that same old tired feeling of creating products and then suddenly we were bombarded by other sellers who seem to have created the same thing. Competition was fierce and it all seemed to lead to the same thing...who has the deepest pocketbook wins.

We bought Justin's "Legendary Labels" and suddenly the sun came out. The feeling was like the fog had lifted and we could see again because a thorough and insightful path seemed like it was within reach. We also engaged him for a coaching session and to paraphrase Justin, he told us we were fighting a too many wars with too little ammunition.

Usually we get ideas and they fall away quickly, but Justin gave us so much focus that we are now on a path to frankly, just eliminate the competition. I can't recommend Justin highly enough and think that anyone selling just about anything will benefit from his wisdom and marketing excellence.

Bruce and Sandra Jeddeloh



Legendary Labels

The Leading Branding Course for Internet Marketers

Testimonials out the wazoo

=====
I was looking for a copywriter to help with my product listing. But, what I found in Justin is not only a copywriter, but a branding and marketing genius. Justin took the time to really understand my product and came up with a unique and creative way to give my brand a voice and make it sing.

A bonus to his genius is his ability to quickly understand problems and offer solutions. He is a problem solver and an out-of-the-box thinker. I felt like I hit the jackpot when I found Justin and can't wait to have my products and brand grow under his wings.

I know that my brand will be where I want it to be in the quickest way possible with Justin's help. If that's what you want for your business as well, then beyond a doubt, Justin's your man.

*-Teresa L.
Amazon Seller*

=====



Legendary Labels

The Leading Branding Course for Internet Marketers

Pause

The Deal For James Jones Customers

1. Legendary Labels (Video)
2. Internet Brands (Video)
3. Creating New Categories (Video + Guidesheet)
4. Creating A Visual Difference (Video)
5. Brand War (Video)
6. Brand Stand (Video)

Well worth \$1,999

For James Jones customers only \$199 today:

www.snip5.com/justin

Unconditional 60 Day Money Back Guarantee

Keep the product even if you refund

Justin Quick's email address: Justin@JustinQuickMarketing.com

Title here

Point starts here