

EXPERT BRANDING

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**Introduction To Making More Sales
and Profit From Any Product**

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Introduction

Chances are, you've already heard about the importance of building a trusted and unique brand. Perhaps you (like thousands of others on the planet during the last couple of months) have started buying products on marketplace-based platforms (like Wish, Alibaba), and try to sell them for a profit. There are more options than ever, to find products on the one hand, and to sell them on the other. Amazon, Shopify, WooCommerce and eBay are just four big global platforms, but the options are almost endless, especially if you include all your local and niche solutions.

And even if you're not buying and selling your own physical products online, you might have heard about *dropshipping*, *dropservice* (selling someone else's services and talents as your own) or *affiliate*-based selling. It has become *really easy* to get products. *Relatively easy* to sell them. But *very difficult* to actually sell *a lot* and make the profits you dream of.

But what if I would tell you that there is a way? That you can have customers to line up to buy *your* product, and not the same product

from your competitors on, for instance, Amazon? And just imagine what a difference it would make if people would not be searching for just the *product* you offer, but search for *your exclusive brand* instead! That would change the entire ballgame! Imagine how your sales would skyrocket! And do you think that those customers that are looking for your exclusive branded products, would mind if they have to pay more for your solution compared to a nameless, me-too product that perhaps does the same but does not have any authority, trust or respect?

What if they trust your brand to be of higher quality than other similar products? You would be able to not only sell more products, but also charge more and make more money!

And what if you could change from selling a few products online today, to selling more than you can handle and having your own global brand and business? There are many ways how you can build and grow an online business, but you need to know what you're doing (being "street smart") or... find a way how to make yourself stand out. And the best way to make your products or services stand out is by branding them.

If you manage to create a desirable rich (in terms of trust and associated brand image) exclusive brand, it does not matter that your *product itself* is not unique. Because you have something that your competitors will never be able to offer.

Let's face it: there is not a lot that is not also sold by others, so a product will not easily be a differentiator (and if you really have a unique product, you will not have to brand it, but good luck marketing it!). But building your exclusive brand for that product will make a world of difference.

And why listen to me? Because I have been where you are! I have more than 20 years of global branding experience. I have worked for the biggest online retailers offering private label and exclusive branded solutions. I have created and launched countless brands for those companies and for my own business. Learn from my experience and avoid the costly mistakes I have made in two decades.

If you want to take the next step after reading this branding introduction, you can click [here](#) for a follow up. Besides Branding, I have tools and information to help you with building your own online business, whether it's website or sales funnel building, SEO,

Copywriting or Affiliate business. You can reach me through the contact section on successismade.com

Your Own Exclusive Brand

Words like “*brand awareness*” and “*brand recognition*” are often tossed around, and are synonymous with achieving success and gaining a strong foothold in your market, especially when there are thousands of other businesses competing for your customer’s attention with similar products and services.

You already know you need to establish a brand that is all your own, yet few people tell you **exactly** how to get started. Contrary to what many believe, an exclusive brand is not just getting a cool looking logo designed. A logo is not a brand or a business!

So how do you get started? That’s what this special e-guide is all about. It’s been written so that by the time you reach the end of the guide, you’ll know exactly how to create a brand that positions you as an authority in your niche and is instantly recognizable within your market.

So without further delay, let’s get started!

Defining Your Brand Message

When it comes to maximizing your income, and establishing a strong foothold within your market, you absolutely need to build a **unique and recognized brand** that aligns with a clear and direct **brand message**.

Your brand message explains to potential customers what you have to offer, and how committed you are to providing quality and value to them.

But here's the interesting thing: you aren't the one who defines your brand message – your customers do!

It's your job to lay the groundwork as to what you want people to know about your business and then work towards supporting that identity through demonstrating knowledge, skills and capabilities to deliver what was promised.

However, your customers will ultimately be the ones who decide what your overall brand image is, based on their interactions with your business.

A well-defined, strategic brand message can build **instant credibility** in your niche, while helping you gain authority in your market and shape how customers perceive your business. It's quite often the key difference between a well-structured online presence, and a faltering business that is struggling to connect with its audience.

So, how can you build a recognized brand that provides a clear message that resonates with your market?

Start by thinking about your target audience and what is most important to **them**. Once you've evaluated your niche, you will be able to position yourself so that you are **directly** addressing their most burning questions, concerns and needs.

To do this, you need to gather as much intel on your market as possible, which you can do easily just by looking at the competition. And often without even leaving your chair!

What are other business owners and product developers offering your audience? What kind of products and services are they successfully selling?

Take things to social media and begin by **evaluating social signals** – which are clear indicators as to what is currently in demand, popular and selling well. The higher the level of interaction, the more advertising dollars spent, and the more engagement; the better.

Knowing how to develop a strategic brand message begins by recognizing what is already successful and improving on it within your own business. No need to reinvent the wheel. Learn from what is working and especially what is not working!

You want to become the go-to company (or person) in your niche market, the obvious choice when customers are considering who to turn to when making their purchasing decisions.

When you work towards building an unwavering presence in your market, starting with a strong foundation of trust, you'll immediately eliminate the barriers standing in the way of you connecting with your target audience.

To do that, you need to learn as much about them as possible so that you can build a brand around what is most likely to capture their attention.

You'll also be able to lower the barrier of resistance, and leave a lasting impression in their minds. When you do that, they'll come back to you time and time again.

And how do you do begin? It starts with what is called a **U.S.P.** Let me explain more in the next chapter.

What U.S.P. Really Means

Let me get right down to it. U.S.P. or USP stands for **unique selling proposition** (or unique selling point), and it is critical that you establish what yours will be **right from the start**.

Contrary to popular belief, a USP has *nothing* to do with logos, slogans or graphic design.

Sure, those are components of your overall brand that help people identify your products and recognize you or your business, however, a USP is far more important than that when it comes to building your customer base, and breaking through the barriers of resistance that most businesses experience when they first appear in their market.

A USP is what truly tells potential customers how you are **different from the competition**. It helps to align your goals with your customer's. Your USP tells them that you can be trusted, that you have their best interests at heart, and that you fulfill all promises. And most importantly, a USP ensures you aren't a faceless brand.

This would include key factors that differentiate a product or service from its competition, such as the lowest price, an extended, no-risk guarantee, a unique or exclusive product or offer not found anywhere else, or the first-ever product of its kind.

Your USP should also **demonstrate your dedication** to satisfying customers, and provide reassurance that you stand by your products, and that there is no risk to your customer when doing business with you.

To start, think about what your product or service has that the competition doesn't.

Consider ways you can highlight those differences and emphasize the benefits. Paint a clear picture as to why a prospect is making a wiser, sound decision to purchase your product instead of someone else's.

Your USP is the driving force behind clearly illustrating value and giving potential customers a reason to purchase from you rather than the competition. That's its one and only job.

Creating A Powerful Brand

Before you begin laying the groundwork for your brand message, you'll want to make sure you thoroughly understand your market. This includes knowing who your potential customers are, and who the competition is.

Here are a few ways to do this:

Research social media accounts from within your target audience. Pay close attention to what they post and tweet, how they respond to posts, what they like and are most receptive to.

You'll want to do the same for your your competitor's. Focus on what kinds of content is being posted that boosts engagement as well as how they've positioned themselves in the market. Do not just think what content you would like or engage with, but see what is actually working. Your own view or opinion is not always representative of your ideal customer in your market.

Google your niche and analyze the top search results. Spend time on their websites, read their sales copy and if possible, purchase a few of their products so you can evaluate the type of content being offered.

Spend time within Facebook, Quora and subreddits where people in your niche congregate to discuss common topics. Look for commonly asked questions, and always keep a look out for ongoing discussions as it signifies a growing demand for help in specific segments of your market. I regularly look for unanswered questions on Quora to see what is keeping people busy and what solutions people are looking for. You won't believe how much valuable information is right there for the taking!

As you research, take as many notes as possible!

Look for who your average customer is and who your top competitors are. These are existing brands that have established themselves in your market. You can learn a lot from how they've positioned themselves as influential leaders and created a brand around that image.

It's important that you truly understand your target audience before you create your brand. You want to build your brand image around

what your average customer feels is most important to them. If you do this, you can't go wrong.

Once you've done your research, it's time to figure out your **positioning statement**. This is simply a few lines that describe your brand and solidifies your place in your market.

This isn't necessarily something you include on your website or on business cards. It's simply an expression of how your products and services fill a specific need in your market. It gives people a compelling reason to buy from you.

The easiest way to come up with a solid positioning statement or USP is to think of your brand as a customer. What would she/he be most interested in? What words would matter most? What offers or promises are expected? What questions do they have? What concerns? What really moves them?

Thinking about your brand from a customer's perspective will help you choose a voice for your business that speaks to your audience and ultimately sets the tone for everything from marketing campaigns, social media updates to the content on your website.

The 4 Essential Ingredients of a Killer Brand

There are countless books and courses available online that describe what feels like an exhaustive process when creating a unique and memorable brand. It can get overwhelming and outright frustrating when you're just getting a business off the ground while trying to come up with a unique brand that will stand out.

The truth is, it doesn't have to be that difficult. In fact, building an outstanding brand comes down to just **4 main components**:

1: A Focused Mission Statement

The strength of your brand begins with a very specific and purposeful mission statement. This is the **promise you make** to your market, and it defines who you are and what you have to offer.

The easiest way to create a powerful mission statement is to think of your business from your customers' perspective.

Think about what motivates them to purchase products and how your business could persuade them so they feel that you're a credible and valuable partner in helping them achieve their goals.

A mission statement sets the tone for your entire brand story. It helps connect your products and services with your target audience by explaining exactly why they should purchase from you, instead of from your competitor.

If you struggle to create a mission statement for your brand, take a step back and look at your business through the eyes of your average customer. Begin by outlining what you bring to the table and what you have to offer that sets you apart.

This doesn't mean you should include products or services in your mission statement; you definitely shouldn't. It simply means that you should be able to describe everything that encompasses your business using action-based words that build trust with your market.

Think of the value you bring to your market.

How does your business provide a solution to a common problem in your market? How are you planning to stand out?

Your mission statement shouldn't be generic. It should apply specifically and personally to your business and not some jargon that could be attached to countless other businesses.

Note: This works even if you are currently only reselling products you buy from Alibaba, Ali Express, Wish, or some other platform. Or even if you are reselling services from Fiverr. Think about what value you can add to that product or service. It can be trust (a better manual and packaging instead of the white label box) or looks, design or warranty. Anything that can differentiate it from the hundreds of generic alternatives.

2: A Well-Designed Website

Whether you plan to sell products or services on your own, or through third-party services like eBay, Shopify, WooCommerce or Etsy, you absolutely need to create a website of your own. Your website is the

home of your brand. It's where you invite people so that they can get to know you, your business and ultimately, where you serve them.

It's never a good idea to rely on third-party services if you value having control over your business. I've seen countless online merchants overlook the importance of having their own website.

What if they suddenly lose their Etsy, YouTube or eBay account? What if something happens that costs them the only online presence they have? Accounts get banned, hacked and once the stream of (their!) customers dries out, so does yours.

Creating your own website puts you in full control of your brand and it's a vital component in your long-term success.

That doesn't mean your website needs to be elaborate. It just needs to be functional and serve as a home base for your brand. You can work on growing it as you continue to build your business.

You can set up a cheap hosting account with sites like GoDaddy.com. If you think you don't have the money, rest assured you can go as low as \$1 for a full year of hosting. You can have your website up and running

in a matter of minutes using Wordpress. It doesn't have to be a difficult or time consuming process. No excuses! And you can save thousands of dollars/euros if you build your websites yourself. Even if you have zero knowledge, there are tools like [ThriveThemes](#) that allow you to build anything fast and professionally. I have more than 15 websites running on this tool myself and save thousands of dollars per month!

3: A Mailing List

It's important to begin growing your mailing list immediately. Do not put this off!

This is where your website comes into play. You should include a landing page with an opt-in form that connects visitors with your mailing list so that you can begin to grow your tribe. That way you're able to easily reach out to your customer base and build valuable relationships with your audience.

Growing a list of subscribers who are actively interested in your niche is the easiest way to catapult your business to the next level. There is also no other marketing strategy that comes close to the effectiveness of a targeted mailing list, nor one as affordable.

You can get started with just a landing page that features an opt-in form and a mailing list account through services like MailerLite.com or www.Aweber.com

Some of these tools are even free , until your list grows beyond 500 or 1.000 subscribers. When you have that number, you can afford to pay for the service!

4: Choose a Differentiator

The single most important thing that will set your brand apart from any other is by having a very clear differentiator as part of your identity.

Here's a simple example of how a differentiator can be responsible for a brand's success, even in competitive markets where there are few ways to stand out.

A friend of mine writes romance novels. She publishes her stories on Amazon in what is a rather crowded market. There are thousands of romance novels published every week yet she manages to generate over \$15,000 a month in book sales.

The interesting thing is that her writing is no better than the majority of other books being published. She's also focused on mainstream niches

rather than sub-genres.

So how does she manage to stand out and attract thousands of readers every month who have so many options to choose from?

Her brand is based around having the hottest book covers on the market. Despite her books being in an overly competitive market, her covers speak to potential readers and persuade them to one-click.

That's what her entire brand is based on. Having higher quality covers than the competition and staying up to date on the types of images that her audience best responds to.

She connects that with a slogan that identifies the type of books she produces. The tagline encompasses popular keywords that clearly define her brand: "Curvy Girls and Alpha Men". It's simple but it's based on what she knows her readers want from a romance novel.

It is also important to realize that you should give people what they want. If romance novels are their guilty pleasure, do not try to make it more classy (unless you know what you're doing). I learned a long time ago from my mentor Edward that "If your target audience craves a

hamburger, do not try to sell them lobster soup”. The covers of the romance novels of my friend are the perfect example. They may not be classy, but a customer looking for a book like hers, knows exactly what to one-click. No risks and no surprises.

You can differentiate of course, but do it right from the start and be consistent so your target audience understands what your brand is all about.

Your brand needs a differentiator. Whether it’s in the style of your website, the voice used throughout your content, or the quality of your graphics – your brand needs to offer something better than the competition. If all things are equal there’s no reason for someone to choose you over another offer, right? So, give them a reason to go to you.

Step-by-Step Brand Building Checklist

Here is my personal brand building checklist. I use this every time I launch a new business.

Setting the Tone

Okay, so this is the fun part of brand building. This is where you get to define your brand's visual image (look & feel) which includes:

- **Color Scheme:**

What do you envision as the look and feel of your brand? What colors do you feel stand out? What kind of graphics do you plan to feature? Make sure it pops, by color use or contrast whenever possible.

- **Graphics:**

Depending on the type of business you are planning to launch you'll want to consider hiring a professional graphic designer to create digital product images, banners, a logo and other graphic elements that anchor your brand. You can hire people from

places like www.Fiverr.com or you can look for graphic designers from freelance markets like www.Upwork.com Services on Fiverr can be very cheap and if you search for someone with many, good ratings and reviews, you can be certain that they know what they are doing. And quite possibly better than you or me.

- **Domain & Website:**

Register a domain that defines your brand in some way and set up a simple website using content management services like www.Wordpress.com

If you look for something to scale with you as you build and expand, you can consider tools like [Thrive Themes](#) that make building and editing easy and professional. And if you go for their membership of \$16, you get Thive Leads, which actively grows your list of subscribers. I have just explained how important it is to grow your list!

You can register a domain at www.NameCheap.com or www.GoDaddy.com for less than \$12 a year (you can have your own .com domain for \$1 in the first year) and set up a hosting

account with <https://www.bitreveal.com> or through GoDaddy.com.

- **Social Accounts**

You'll want to quickly snag any social media accounts that you plan to use so that you can stake claim to your brand's username. This could be your website domain or perhaps a keyword-based name that attracts attention. What I normally do is to first see what username or variation is available on the social media I want to focus on. Only then do I search for the domain. If that does not work (all domains have been taken), you can use the feature on [GoDaddy.com](https://www.godaddy.com) to suggest related available domains (often with a short word attached).

- **Track Your Customers & Traffic**

Integrate a site analytics tool into your website so that you can keep a steady pulse on where your traffic is coming from. This will help you later develop marketing campaigns that are geared towards your prime sources of traffic.

Resource:

How to install Google Analytics:

<http://www.wpbeginner.com/beginners-guide/how-to-install-google-analytics-in-wordpress/>

You can also hire someone on [Fiverr.com](https://www.fiverr.com) to install it for you if you are not the technical type.

Applying Differentiators

Next, you'll want to look for ways you can stand apart other than the visual look and feel of your brand's image. Here are a few ways to do that:

- **Create a Unique Tagline**

A slogan is an important part of every brand because it simplifies your brand message and breaks it down into a few descriptive words.

A tagline is important because it helps to create an **immediate connection** between you and your customer. You're essentially acknowledging your audience's expectations and reinforcing your commitment to providing value.

As business owners in highly competitive markets, it's important to always go the extra mile in becoming memorable. A tagline can give you **instant recognition** in crowded markets.

Not sure how to create an unforgettable tagline that helps to establish your brand?

Think of the following when coming up with your tagline:

- *What impression do you want to make?*
- *What image do you want to convey?*
- *What words would you want them to use to describe your brand?*

And for the more advanced: try to include a keyword that is important in your niche! It's an easy win.

The bottom line is, the more specific, unique and direct your brand is, the easier it will be to connect with your target audience, build a relationship with your customers based on trust and reliability, and ultimately, sell more products.

When a potential customer purchases one of your products, you want them to know what to expect without having to think twice.

- **Connect Brand Elements**

It's important to always connect every component of your business together to provide potential customers with different ways to reach out to you, and become part of your tribe.

For example, you should always feature your social media links on your website so that people can follow you and begin to interact with you through multiple channels. The more often people see your social media links, the more likely they'll be to follow you. Do not worry if you have no followers yet. Everyone needs to start somewhere.

There are plenty of free plugins to help you get the job done, including:

<https://wordpress.org/plugins/shared-counts/>

<https://wordpress.org/plugins/sassy-social-share/>

- **Provide Social Proof (if available):**

People want to be reassured that you know what you're talking about and that your products have helped others in similar situations.

So, whenever possible, include testimonials and feedback from customers who have benefited from your products or services.

Positive reviews can be the driving force behind successful product launches so don't overlook this!

If you just started out, here's a simple trick I use often: you can give your product or service away to some people who are interested in your services, in exchange for an honest review. Just be sure that these people found you or your service and are really interested in what you have to offer. No friends or relatives, because they do not always provide the best (most honest) feedback. And you might be giving away a product or service to them while they would not have been interested in if it wasn't for your friendship or family ties! Good reviews or testimonials are pure gold. You can use them over and over again, so it is the best investment you can make.

And never, ever, ever pay for fake reviews. On the long run it will hurt your brand and business.

Final Words

Creating a unique brand that stands out in your market and communicates to customers that you have something valuable to offer is not as difficult as you may have first thought.

The key is to focus on defining how your brand is different than others and why customers should choose you over the competition.

You do this by applying differentiators throughout your brand message and by creating a look and feel that speaks to your audience. Then, set the wheels in motion by connecting that brand message to products and services that offer clear value and go the extra mile.

Don't overlook the importance of visual appeal. Everything from your graphics, logo, product covers to the tagline you use to further explain your brand are equally important.

Next, evaluate your brand from a customer's perspective as though you were considering your own products and services. If you struggle with this, ask friends, family or business colleagues to look at the different

components of your brand so they can provide valuable feedback.

Here are a few things to keep in mind:

Does your marketing message clearly define what you're offering? Is your brand message easy to understand? Does it satisfy the most common market expectations?

And most importantly, does your author brand answer the question of why they should choose you when they are given hundreds of possible choices?

If you aren't sure of the expectations and burning questions within your niche, please take some time to study your market. Read through Facebook groups and pages, subreddit threads and forums like Quora.

Buy products from successful businesses in your market. Get to know your audience and what they want most from the products they purchase.

The more you focus on getting to know your audience and what they want most, the more purposeful your brand message will be.

To your success!

Next Steps

Want to read more about Expert Branding Secrets? Or perhaps you have enough information to build your brand and you just want to know *how to market* your exclusive branded products? Or find more traffic and customers”?

I am offering an [exclusive deal](#) for readers of this guide. It contains a collection of books, guides and training on the basics of running your online business, based on over two decades of experience, trial and error. You can find it right [here](#).

We can also help you with the steps to take to avoid common legal challenges with your brand in the future. On our website you can often find dates for the **Expert Branding Secrets Webinar** we organize regularly.

Join us for free!

And make sure you become a member for free on Successismade.com. Again, it's free. And you will receive updates from me or the team on a regular basis. Learn from more than 20 years of experience and get a head start in the online business and marketing space!

Best,

Joram

Founder of Successismade.com

Resources

Here are additional tools and resources to help you get started with building your exclusive brand. Note that these tools are the ones I use for my brands and businesses. By no means are these the only options, but they work best for me, after years or trial and error. Some of the suggestions contain an affiliate link, which can have benefits like a discount or free trial. If you want to learn everything about making money as an affiliate, go to successismade.com for training and resources.

Domain Registration & Hosting:

<http://www.NameCheap.com>

<https://www.bitreveal.com>

<https://www.godaddy.com>

Mailing List Providers:

<http://www.Aweber.com>

<http://www.GetResponse.com>

Wordpress Themes:

<http://www.StudioPress.com>

<https://www.thrivethemes.com/>

(affiliate link: <https://www.successismade.com/thrivethemes/>)

Shopping carts:

<https://www.woocommerce.com> (free!)

[Thrivecart](#) (best for funnels and landing pages)



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"[Expert Branding Secrets Platinum Pack](#)" contains all the knowledge and information you need to become successful online, as digital marketer, affiliate or online entrepreneur.

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