



**25** inspiring  
**insights** into  
successful  
**BRANDING**

This slide show  
presents 25  
inspiring insights  
into successful  
branding.



**introduction**

**1**

**A successful brand isn't just the means to get your message heard, it's the ability to get your point across.**



**communication**

2

A strong brand doesn't just say who you are, it asserts what you stand for.



values



3

With branding, if they don't understand it and you need to explain it, then it isn't clear.



*If he doesn't get it, you've got a problem!*

**clarity of purpose**

**4**

The key to a successful brand isn't who you think you are, it's what you have to offer.



**a viable offering**

**5**

The best evidence  
of a great brand is  
not what you say it's  
what they see.



**visibility**

**6**

**A good attitude will get you to the right place, but a strong brand will take you to the next level.**



**elevation**

**7**

**The key to a successful brand is not how good it looks, it's how long it lasts.**



**sustainability**

8

Your brand isn't  
something you create  
or something you live  
up to, it's something  
you live out.



**practiced and proven**



**9**

**A successful brand  
isn't just how you  
promote it, it's how  
you present it.**



**presentation**

**10**

**The key to a successful brand, isn't to get them to take notice, it's to get them to take you seriously.**



**plausibility**

**11**

**With branding you must show what you stand for, before they can see what you're worth.**



**Personal Branding**

**reliable measure**

# 12

The power of a brand isn't about who you can impress it's about who you can convince.

Final Exam



**believability**

**13**

**Empowered employees are the most powerful brand of any organisation.**



**empowerment**

14

Your brand is what you are and  
what you are is whatever you  
repeatedly do.



**repetition**



**15**

**You brand is communicated by your values and your values are communicated by your actions.**



**actions**

16

The best evidence of a strong brand is when they've heard of you before you've heard of them.



**good standing**

**17**

**Projecting an image is an expense, but building a brand is an investment.**



**investment**

# 18

A good reputation is the best brand; it needs no introduction and it doesn't need a reference.



**good reputation**

# 19

When trust is your  
brand, then influence  
is your product.



**trustworthiness**

# 20

**The credibility of your brand relies on the quality of your judgement. The more reliable your judgement, the greater the credibility of your brand.**



**sound judgement**



**21**

**You brand is your currency. The stronger your brand, the more valuable your currency.**



**valuable currency**

**22**

**If your brand is your currency,  
then influence is your credit  
card.**



**influential**

**23**

**To customers, your brand is your footprint. If they are following your footprints, then they have found your brand.**



**clear footprints**

# 24

With branding, you sometimes need to talk about what you've accomplished before you demonstrate what you've done.



**self-confidence**

# 25

Evidence of a strong brand is when people remember you for what has gone well, not what has got worse.



**resilience**

# believernomics



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