

**PERSONAL BRANDING-  
A NECESSARY MEANS FOR PERSONAL  
AND ECONOMIC GROWTH**

**OCTOBER 19, 2012**

CASA Foundation- Friends of Africa

# My 3 good ideas...



# 1. Accept that you need a brand



# WHAT IS A BRAND?

# With brand

A differentiated brand can charge a premium and to the consumer it's worth the cost



\$2.60



\$0.99

# With a brand

A differentiated brand doesn't have to be proven better, just seem better



# Branding Turns Diamonds into Tiffany's



# Branding Turns Sneakers into Nike





# With people there is very little difference



Political campaigns will never be the same!



Political Campaigns will never be the same!

## 2. Define your brand



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# 3. Market your brand

