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







\$0.99



With a brand

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







Branding Turns Diamonds into Tiffany's

TIFFANY & CO.



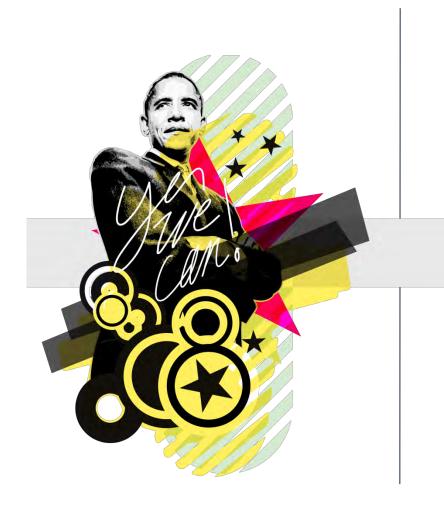


Branding Turns Sneakers into Nike





With people there is very little difference



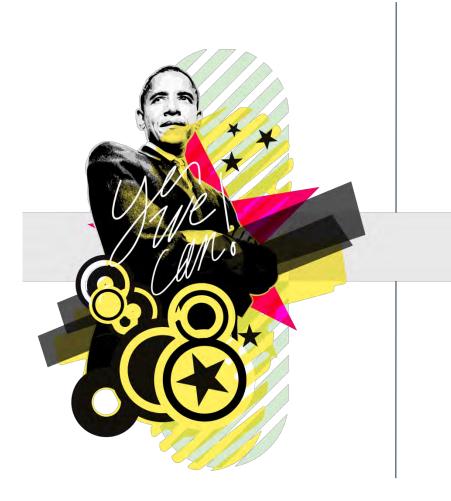
Political campaigns will never be the same!



Political Dagge will power by the came



2. Define your brand



Political campaigns will never be the same!



Political Dagge will power by the came



3. Market your brand



