

GLOBAL
BRAND
ACADEMY

Creating Branded People

How To Create Brand Differentiation

By Jerome Joseph, CSP



Know Who Your Audience Is

Ramit Sethi is the Founder of 'I Will Teach You To Be Rich', a website receiving over 1,000,000 visitors/month. His audience gets to enjoy 98% of his content for free, content that's better than most paid courses out there.

Ramit monetizes his brand with high quality courses that cost thousands of dollars, not \$0 - 1000 like 99% of the brands.

He knows his pricing will shut most of his market out. He is fine with that. Those who are interested don't automatically get to purchase his courses.

He doesn't allow anyone who has credit card debt to join his courses. This costs him well over \$1,000,000 in revenue every year, but he is okay with that.

Ramit only wants the right people in his courses. Those who can afford the course and have the motivation to take action.

Lesson: Think about what audience you want to work with and market to them.

What Is Your Copy Going to Look Like?

Anyone who reads the Legal Nomads blog knows they will be in for a longer read that dives deep into a topic. They love it. Legal Nomads is a food and travel blog that tells a story with each post written by Jodi Ettenberg.

While other blogs want to produce content everyday with click bait titles, Jodi stuck with her 'out of the norm' approach. It is a strong part of her brand.

Everyone loves Jodi's ability to transport them to a particular location and at the end of the post they've learnt something through storytelling.

Telling this stories through short pieces of content wouldn't have the same effect.

Lesson: Storytelling is a big part of branding. Every piece of content you produce is going to tell a part of your story.

How Consistent Are You Going to Be

Casey Neistat is an influential social media figure, particularly on YouTube. While he doesn't have any branding as such, his consistency has elevated his audience 7x on YouTube in 15 months.

On March 26th, 2015, Casey Neistat released a YouTube video announcing his new goal.

To release a vlog every single day.

At the time his YouTube channel had 500,000 subscribers after 5+ years of releasing videos sporadically.

Now in July 2016 he has 3.8+ million subscribers, with each video getting over 1,000,000 views. Casey hasn't missed a day. His audience knows they can watch a new vlog every single day.

Casey himself is his brand. The consistency of launching the best video he could make everyday was his focus. Everywhere he goes now, people recognise him after visiting his YouTube channel.

They ask if they're going to be in his vlog, because he know they will be filming that day.

Lesson: Your brand needs to be consistent across the board.

Don't Copy Your Favourite Brand

Do you have brands that you just love? Do you want to be just like them? That's great, but don't copy them. Choose three of your favourites brands and take a couple of pieces from each brand and let them influence you.

Don't forget: you are you.

Thanks to Mum and Dad, your DNA is unique to you. You might find people who are very similar to you personality wise, but you are unique and by creating firm branding guidelines for the different identifiers you will be on the way building your own unique brand attracting a loyal audience.

You are unique. You are awesome.