

Nailing the Brand: Step 6.5—Make it Real and Keep it Fresh—Branding is for life

“Your newly found brand is the product of your intelligent decision. You must keep the brand fresh, competitive, nurtured and loved!”

—MICHAEL D. BROWN

So you made it through all the steps of Fresh PASSION. Congratulations! Your new and/or enhanced brand will make you a highly competitive branded expert who can provide any company, individual, customer, or organization a substantial return for their investment in you. This will lead to an increase in your brand recognition and brand equity. You have the key ingredients (great return on investment, brand equity, and recognition) so that you will be rewarded at a much greater level and experience exponential personal, academic, and professional success.

When your brand is fresh and highly competitive, you will be viewed as a branded expert and asset both internally and on the open market (especially to potential employers or customers). This will lead to more people, organizations, and/or companies subscribing to what you have to offer while providing you with a great, competitive, and substantial return (i.e., more money, more opportunities for personal and professional growth, more customers, etc.).

When your brand is stale and not up for the challenge posed by the many other quality brands on the market, you will most likely die generic—meaning you will linger on the shelf and be passed over for brands that are more established in the marketplace and more attractively packaged.

Your newly minted and/or enhanced brand will greatly aid, influence, and enable you to experience exponential personal and professional success today, tomorrow, and well into the future. You are now armed, tooled, and better positioned to experience your perfect day much sooner than you could have ever imagined.

To put it another way, imagine taking the core and substance of the ideas from each chapter and putting them all together—this is the bow that wraps around your brand, not unlike the bow wrapping a box of Godiva chocolates. It’s an overarching thing that in large part both holds your brand together and also presents it to the outside world. How strong is your bow, and how enticing does it look?

Remember that enacting and achieving Fresh PASSION is a lifetime journey. From time to time, you need to go back and untie your bow to make sure it is still fresh and

competitive. Don't be afraid to retie it in a new, tighter knot, or even to replace it with a new bow entirely if you need to!

Accelerate yourself far beyond the zone of a convenient generic and jump into the zone of being a fresh and competitive brand that will yield exponential personal and professional success. Remember that you must take the space and own it, don't wait or expect someone to give you a parcel of land or a parcel of opportunity. Figure out the space you want to operate in and go for it.

The danger in waiting for someone to loan you the space or give you the space puts you in a landlord-tenant relationship and subjects you to an anytime eviction. This eviction is the equivalent of a generic death, meaning your brand is not strong enough to create the buzz among consumers that is needed to guarantee you prime shelf space. When you create a competitive brand, you get to pick the prime lots and will be rewarded with the opportunity to stay (and be rewarded greatly) because your outputs are too valuable to evict. Instead you get to stay fresh and competitive so you are in charge of your destiny, whether internally or on the open marketplace. A competitive brand that is kept fresh and connected to your passion is unbeatable.

To put it another way, find the fertile ground and sow your brand upon it and reap the harvest. Branded seeds germinate personal and professional success with a faster and more bountiful harvest than generic seeds.