

DO A

MADONNA!TM



Discover the **secret** to

Successful Branding

Vicky Vaughan

"Do not wait to strike till the iron is hot;
but make it hot by striking."

William Butler Yeats

DO A MADONNA!™

Discover the Secret to Successful Branding

Vicky Vaughan

DO A MADONNA!™

© 2009 Victoria Vaughan. All rights reserved.

DO A MADONNA!™ is a trademark of Vicky Vaughan, the author.

Published by Print on Demand.

This is the first edition of DO A MADONNA!™

ISBN 978-184426-814-6

The publication date is 1st May 2010.

UK Copyright Service: Reg No. 316117

No part of this book shall be reproduced, stored in a retrieval system, or transmitted by any other means, electronic, mechanical, photocopying, recording, or otherwise, without written permission from the publisher, who is the author. No patent liability is assumed with respect to the use of the information contained herein.

Although every precaution has been taken in the preparation of this book, the publisher, who is the author, assumes no responsibility for errors or omissions. Neither is any liability assumed for damages resulting from the use of the information contained herein. For information, address the author at hello@victoriavaughan.co.uk.

This book contains the opinions and ideas of the author. It is intended to provide helpful and informative information on the subject matter covered. It is sold with the understanding that the author and publisher are not engaged in rendering professional services in the book. If the reader requires personal assistance or advice, a consultant should be obtained.

The author specifically disclaims any responsibility for any liability, loss or risk, personal or otherwise, which is incurred as a consequence, directly or indirectly, of the use and application of any of the contents of this book.

Acknowledgements

Thanks are due everyone I have worked with during my twenty years of branding.

Thank you also to technology, without which this book would have taken years to write. The wonderful Internet has allowed me to research some of the branding blunders and branding victories.

And thank you for buying my book, DO A MADONNA!™. I hope it fires you up to get cracking on all aspects of business branding. Please give me feedback at hello@victoriavaughan.co.uk.

Finally, thank you to Madonna, who has inspired me to write this book.

DO A MADONNA!™

Contents

Introduction	15
Introducing the DO A MADONNA!™ pipeline	17
Luxury or necessity?	18
Step One: What is good branding?	21
What do people say about you?.....	22
Do you really know who your ideal customer is?.....	24
How do people perceive you as a person?	29
And now, it's over to your product branding	30
It's time to tell the world about your brand	30
How to stay on the radar.....	31
Step Two: Your brand is your biggest asset	30
Memories	35
Tailor your marketing campaigns.....	37
Case study	39
All people are different	40
How do/will customers perceive your brand?	42
Step Three: Love your business and it will love you! ...	47
Do you have one customer who is never happy?	47
Branding from within.....	48
Get motivated	50
Courses and training.....	51
Business coaches	51

Team building exercises.....	52
Step Four: It's OK to get emotional	55
Appeal to the senses.....	56
My day began	56
Nationwide branding challenge.....	64
Create an experience before you even meet your customer.....	65
Slogans	66
Step Five: Are you a leader or a follower?	71
Political questions to ask about your brand identity:	71
Social questions to ask about your brand identity:.....	72
Technical questions to ask about your brand identity:	73
The only thing constant in life is change.....	74
MFI.....	76
A happy branding story.....	76
Keep your finger on the pulse	77
A little competition is healthy	77
Step Six: DO A MADONNA!™	83
Marks and Spencer (M&S).....	83
McDonald's	85
Reinventing your visual identity.....	86
Opportunities and events	88
Now is a time to be a SWOT!.....	91
Questions to ask about your brand	91
Do you have innovative marketing ideas?	84
Brand weaknesses	92

Brand opportunities	93
Brand threats	93
Individuality vs conformity	94
Step Seven: Brand promise – Can you walk the walk?.....	99
Building customer relationships	101
Step Eight: Off the record.....	109
Business branding is for life – not just for Christmas.	109
Business networking.....	111
The social network.....	111
Making your business work 24-7.....	113
Step Nine: Visual identity and branding	117
Why hire a branding agency?	118
Viewing your logo design.....	124
Get accurate feedback	125
Designing by committee is almost as bad as a creating a DIY SOS logo	126
Copyright of your designs.....	127
Step Ten: Branded a success	131
The DO A MADONNA!™ pipeline for success:.....	131
Has your business got the stamina?.....	133
Get inspiration from other successful business people	135
Setting yourself goals.....	135
Accreditations/qualifications/code of practice	136
Corporate social responsibility (CSR)	137
Consistency.....	137

Personal branding: have fun – enjoy your business!.....	138
Be interesting, stay interesting.....	138
Final word	140
Thank you for reading DO A MADONNA!™	141

Enjoy ...

DO A MADONNA

DISCOVER THE SECRET OF SUCCESSFUL BRANDING

DESPERATELY
**SEEKING
SUCCESS**

Introduction

Thank you for buying this book. You should pat yourself on the back and shake what your mama gave you because you are now well on the way to discovering the secret to successful business branding.

DO A MADONNA!™ is a book written for business owners and potential business owners and can be used as a refresher guide for owners of established businesses of all sizes.

A bit about me

I am the owner of an award-winning creative agency called The Brand Surgery. We have also helped many businesses (local and national) to win prestigious marketing awards. I wrote this book because I was frustrated with meeting business owners who depended on their logo as a lifeline for business success. A logo and other marketing collateral are sales aids and can pre-sell your business if they are good. For business success, you need to understand that branding is everything to do with your business. Your personal brand is as important as your business brand and it includes everything you do from the moment you wake up to the moment you go to bed.

So what is a brand and why am I using Madonna as an analogy? The answer is easy. A brand is your potential customers' experience or memory of your service or product – and your business. And I have used Madonna as an analogy because she has re-branded herself and stayed interesting. Madonna's attention to detail has

ensured that her brand image has remained immaculate – appealing to thousands of fans across the world. Madonna's albums are more popular than ever and she still sells hundreds of thousands of tickets worldwide!

Now it's over to you. If you are setting up in business, or already own a business, it's time to remember why you went or are going into business. Have you been made redundant? Did you see a gap in the market? Did you think that you could run a business better than your old boss? Did you inherit your business? Whatever the reason, if you value your business, you need to shine from within. Your attitude, your self-worth and your beliefs will be reflected in your business brand, so it is best to nip any problems in the bud now – before you invest your house or life savings into your business.

Now, Madonna is an entity and a business all on her own. She has been going strong since 1983, when she released Madonna, her first album. That is twenty-seven years of international success! This is why I believe that all businesses can learn from Madonna's ingenious re-branding. This constant evolving, combined with my secret formula to branding success, ensures that you are well on the way to world domination!

My book, DO A MADONNA![™] is made up of ten essential steps which can be applied to all the stages of your branding pipeline – whatever industry your business serves. For ease, I have summarised the pipeline into five simple steps. However, each stage of this pipeline can be expanded into further stages.

The DO A MADONNA![™] pipeline stages are:

- Branding your business before you meet the potential customer
- Branding yourself for your first meeting
- Branding your business to maintain interest and good memories
- Branding your customers' expectations upon a sale
- Branding your after-sales care and repeat business

Only the fittest businesses will survive in today's economic climate, and this essential ten-step guide includes branding advice from advertising to customer care, sales tips, networking and fulfilling brand promises. Learning from mistakes is often the best way of learning, so we have included some of the biggest national branding blunders and victories which have happened over the years. I have also included scenarios and case studies of smaller business branding situations – both good and bad – to help you on your way.

Luxury or necessity?

Branding, not surprisingly, covers all marketing facets of your business – and you. DO A MADONNA![™] abolishes the myth that marketing is a luxury. There are many important points in this book that you need to remember, but one of the most important is that even if you are having a temporary cash flow crisis, please do not be tempted to pull in the reins on your marketing budget.

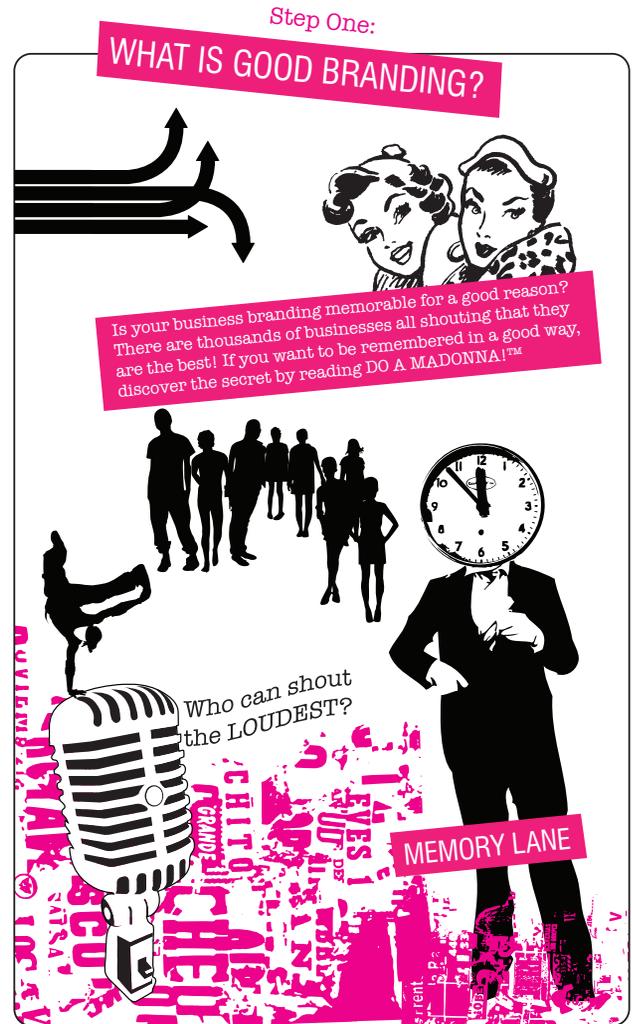
FACT: It will cost 500% more to get your business and brand back on the radar once it slips off. If your business stops marketing, your presence will disappear and there is a high probability that your potential clients may take their business elsewhere – SHOCK! HORROR! – to your competitors.

I have also included a step called Don't do a DIY SOS! Graphic design is an essential part of business and is needed for marketing collateral, vehicle livery, uniform and advertising, and much more.

FACT: "Rapidly growing businesses are six times more likely than static ones to see design as integral. Great design has become as important to competitive advantage as smart technology. In the years ahead, design will become a basic necessity, a ticket to success in business." (Extract from the Cox Review of Creativity in Business, The Design Council, commissioned by Gordon Brown).

What are you waiting for? The time has come for you to discover the secret to successful branding.

Don't be a 'Beautiful Stranger'. Sit back, read and enjoy! You know that 'I'd be Surprisingly Good for You'!





DO A **MADONNA!**TM



Madonna has achieved worldwide success for nearly thirty years by repeatedly reinventing herself. She has paid immaculate attention to detail every step of the way. Respect! All businesses should take a leaf out of Madonna's book.

If you want to stay ahead of your competitors, you need to ensure that your business is never described as monotonous and boring. DO A MADONNA!TM is written for owners of business set-ups and small to medium sized businesses and it includes a combination of Madonna's successful evolvment techniques, plus my winning formula for successful branding.

This ten-step book focuses on **YOU** because **YOU ARE YOUR BUSINESS.**

Discover ...

ARE YOU A LEADER
OR A FOLLOWER?



- The secrets of successful branding explained in ten simple steps
- That even well-known companies make branding blunders – learn from their mistakes
- The DO A MADONNA!TM toolbox which contains tips on colour psychology and includes other essential branding tools such as how to choose a good branding agency

What are you waiting for? It's time to get your business *Into The Groove* so start *Expressing Yourself*. Soon your business will be good enough to grace the cover of *Vogue*!

5% of book profits go towards Madonna's charity: www.raisingmalawi.org

LOVE YOUR BUSINESS