Contents

1.	A good brand makes good business
2.	What is a brand?
3.	How to position your brand 18
4.	What is your product category?
5.	Attach your brand to one category
6.	Who is your brand for?
7.	What is your brand used for? 44
8.	Why does your target audience use your brand? 47
9.	Everything comes together in your product
10.	Expand your business, not your brand 59
11.	A bad name remains a bad name70
12.	The six Cs for a good name $oldsymbol{7}$
13.	What if you can't get yourbrandname.com?
14.	How to create a good logo
15.	How to own a color98
16.	You can own more than just the logo and colors 103
17.	Tell your story
18.	Make people talk about you 111
19.	Your slogan sums up your brand

20.	Be consistent when you communicate	. 117
21.	Compete through communication	123
22.	Let people and trusted media build your brand	127
23.	Use advertising to protect your positioning	135
24.	All your actions need to reflect your positioning	138
25.	All your actions need to be decent too	143
26.	Brands are not forever	147
27.	Never avert	151