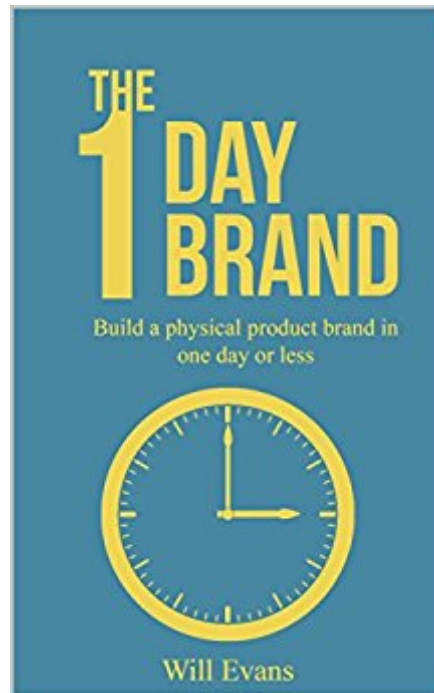


The book was found

The 1 Day Brand: Learn How To Build A Physical Product Brand In One Day



Synopsis

The 1 Day Brand is a book that teaches entrepreneurs how to build a new brand from scratch quickly. In the book you will learn: how to methodically come up with a brand name, Where to find talented designers when you're on a budget, and how to find all your target markets exact pain points so you can differentiate your brand.

Book Information

File Size: 1426 KB

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Best Sellers Rank: #84,931 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #32 in Kindle Store > Kindle eBooks > Business & Money > Entrepreneurship & Small Business > Marketing #83 in Kindle Store > Kindle Short Reads > One hour (33-43 pages) > Business & Money #86 in Books > Business & Money > Small Business & Entrepreneurship > Marketing

Customer Reviews

This short book gets to the point. It's not full of fluff or sales pitches for other products the author maybe pushing or affiliated with. The information is very relevant, gives good examples, and actionable steps. You are never left asking "how do I accomplish that?" or "what do I do now?" Best of all, after reading the book I didn't feel there wasn't anything I couldn't do. I can definitely get this done. Plus, you can't beat the price!

This book covers what is branding, why is an important to brand yourself or your product. How you can brand yourself in as little as one day. I have spent thousands on branding and wish I would've read this book first before speaking with the design team. Will Evans cuts to the chase and makes it

simple. I find it a must read for new and old entrepreneurs.

I needed a quick way to think about branding. This short book gives you direct step by step actions that will take you a long way in accomplishing product branding. If you take it at a higher level you can also get to division or company branding by thinking in a similar vein. Take one day and do the actions, you'll be a lot further along with several needed accomplishments you eventually do anyway.

This book is perfect for anyone interested in launching their own brand. While it is catered towards physical brands, a lot of the concepts can be applied to any brand. What I liked best about this book is how concise and actionable it is. It's broken down in a clear step-by-step framework without any fluff. The worksheets and templates were also really helpful. This was particularly relevant for me as I'm working to launch my own physical product brand. I continue to reference this book throughout the launch of my company. Recommended!!

Not bad information for the price, gives a very nice layout with steps on how to pick a product and a brand name. I didn't like how author mentions that he will provide tools to help research the product/brand when in reality what he gave were the excel and word templates. When I hear word "tools" I usually expect something more like a web or computer software that will help me...

This book is not rocket science, but it's exactly as advertised. Helpful, practical advice to build a thoughtful brand in a very short time. The author also provides some simple to use tools that enable you to immediately take action. The advice/tools center around building a brand for a single product but can be expanded to apply to a broader product line if that is your goal. This is a quick read, and worth the time for anyone looking to create a brand quickly.

This was the easiest and simplest book on branding I have ever read. I have some valuable walk away tools I can use today. I enjoyed it. The one thing missing for me was in the creation of the design scope document. When you mentioned the screencast video, it took me a minute to remember from the introduction the tool you mentioned to use to do this. I think a reminder here would be excellent. This really is a great book for anyone starting the branding process and I highly recommend it for beginners and pros alike.

Great book, especially for just a dollar. I like the action steps that the author provides in each chapter and the additional materials you can download to go along with it. It makes the book so much better by letting you take action and practice what is taught in the book.

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