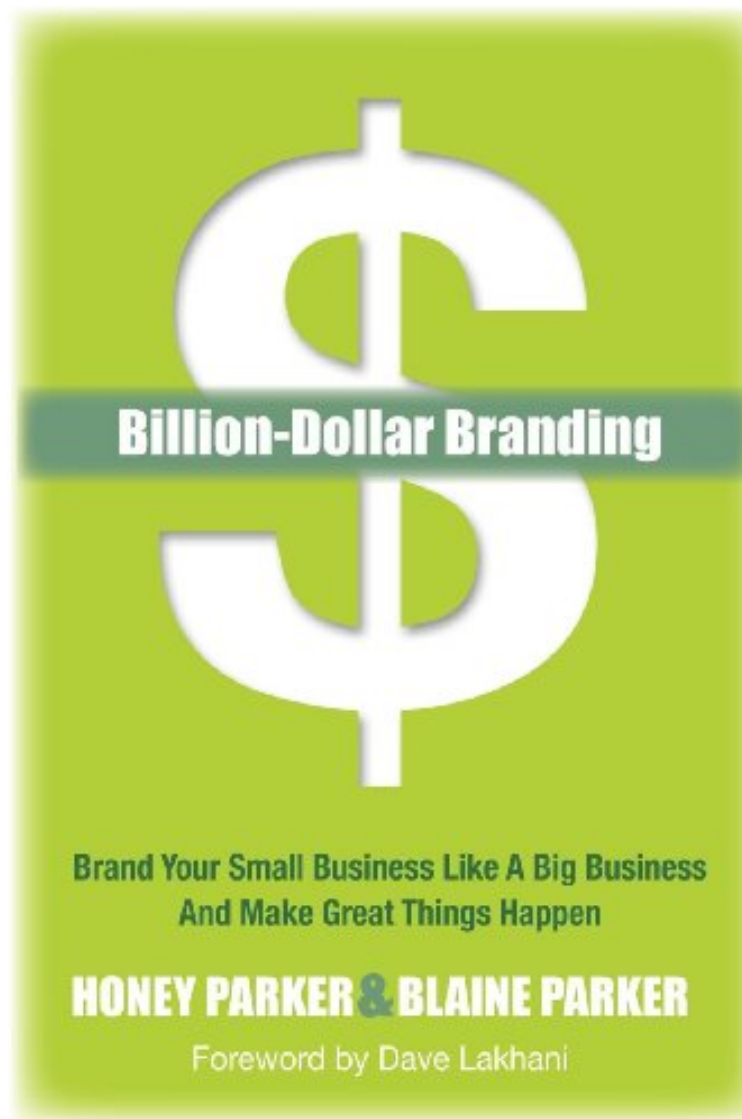


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## **Billion-Dollar Branding: Brand Your Small Business Like a Big Business and Great Things Happen**

*Honey Parker, Blaine Parker*

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**Honey Parker, Blaine Parker : Billion-Dollar Branding: Brand Your Small Business Like a Big Business and Great Things Happen** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Billion-Dollar Branding: Brand Your Small Business Like a Big Business and Great Things Happen:

5 of 5 people found the following review helpful. Happy Happy Joy Joy By R. Miguell've been creating radio commercials for 30 years and I've been decidedly un-interested in branding for most of that time. The reason is simple.

The clients I serve have already signed on the bottom line and are moving forward with their ad campaigns, ready or not - Usually NOT!-. When I meet them they've already spent oodles on air time and often they are in a panic. When it comes to radio, folks seem to like leaping before looking. Typically it becomes my job - at the last minute- to write commercial copy that sells and in many cases "FIX it" because it's "Tanking". It's like finding the pilot slumped over in the cockpit with the plane in a steep dive... (Try to imagine a snow capped mountain looming in the windscreen)... Warning signals bleeping and buzzing, automated voice saying "Pull Up, Pull Up, Pull Up..." I have to drag the pilot out of his seat and save the plane at the last second. (Cue dramatic action music) I've done it over, and over, and I've actually become quite good at it. One client routinely calls me "The Fixer" (Sounds vaguely like a hit man. it's a little unsettling.) In any case, I rarely have time to goof around with (derisive snort) branding. I'm a go for the throat direct response guy and I figured all that branding jazz is for those big rich corporate entities (read "pansies"). Turns out.... (Forehead slap).... I'm dead wrong! I read Blaine and Honey's book and "grew up" just a little more (I'm 54 and like to watch Ren Stimpy cartoons). Turns out, branding is for any business, even the mom and pop outfits like mine. It's for anyone interested in more than just a series of feast-famine business cycles! Sure, you can live from one BIG TENT SALE to the next SUPER SAVINGS SATURDAY, but wouldn't you rather see smoother lead flow? Wouldn't you rather develop a constant stream of business that comes to you for WHO you are rather than just WHAT YOU SELL? Wouldn't you love to grow your business by leaps and bounds? It's more than possible with an extra push from your very own "First kid on your block" brand. It's time to be more than just a commodity. Please do yourself a BIG favor and grow up a little more, READ Billion Dollar Branding! (Stimpy the cat sings Happy Happy Joy Joy)1 of 1 people found the following review helpful. I'd been looking at Branding all wrong...By Sandi Bird AldridgeI, like many others, used to think that branding had to do with logos, fonts and color schemes. You know, "As long as the logo, font and the colors on the stationary matched the rest of the print media and the store signage, that's branding, right?" Wrong! My whole understanding of branding has changed and given me a great many things to think about. At times I do some consulting for small business owners and small non-profits. I will certainly approach those businesses differently from now on.Things I liked about the book: The examples. The authors used examples of both national and local companies and gave examples of successful and unsuccessful branding campaigns. I feel like the authors presented the best explanation of branding that I I'd heard before.It was a little repetitive at times, but I understand what the authors were trying to do - beat it into thick-headed people who don't get it the first time! :-))I read the book in almost in one sitting, and am working on my branding campaign. I feel confident that I will be much more successful after having studied this book.1 of 1 people found the following review helpful. Excellent Book / WorkbookBy D. WilliamsThe five star rating is a honest one by me, and I'll tell you why. I use it and it works. I have noticed that I view my business in a different way, even though I haven't officially registered it yet. I have "branded" my business with honesty, integrity, care, comfort and compassion and seek to carry it though. This book shows you HOW! It doesn't leave you in the dark. It gives you thought-provoking questions, not just general, vague questions with concrete, practical examples and suggestions that you can use...right now!

Branding is considered to be the province of big business. Branding is thought to be a logo, a color, a font, or a type of advertising. None of these things is true. Branding is defining a company's image in such a way that the customer is left with a single feeling about that business and what they do. Branding is about finding a business's juicy center.

About the AuthorHoney Parker has spent her career as an Art Director, Copywriter and Creative Director for just about every big advertising agency you can name. She was a Vice President at the iconic Grey Advertising in New York before becoming an in-demand gun-for-hire on both coasts. Honey has worked on such big brands as Honda, Acura, Lexus, Parker Bros., DirecTV, UNICEF, Hotwire, Yoo-Hoo and Partnership For A Drug-Free America.Blaine Parker is a national-award-winning copywriter who has spent much of his life toiling in small business obscurity--and loving it. A former Creative Director for the Salem Communications radio network in Los Angeles, Blaine has spent much of his career bringing big-advertising sensibilities to small business marketing. He is also a voiceover performer who can be heard on radio and TV commercials for brands of all sizes from New York To California.