

# Build your brand, build your business – Your brand is everything

You'll often hear that your people are your most important asset. But some successful entrepreneurs suggest that it's their brand that actually matters most.

## Brand is king

For most businesses, your brand is integral to your success. A brand gives your product, service or business an identity and personality, and conveys your values, attitude and outlook. Customers can then assess whether these align with their beliefs – or the beliefs they like to think they possess.

### Business success insights

- Your brand encapsulates everything you do and represent. It includes your history, culture, goals and values.
- People come and go, but your brand always remains. That's why your brand is more important than your people.
- A good brand takes a long time to build, but can be damaged overnight. Carefully consider any use of your brand, particularly joint venture activities you might undertake with other businesses – anything a partner of yours does can adversely impact on your brand.

## Getting your brand right

To be effective, your branding must focus on your target customers, and must clearly reflect your product or service offering. If either is out of alignment, or conflicted, it can leave customers feeling confused... and cause them to look elsewhere.

### Interview: Graham Turner – founder, Flight Centre

In the resource video, Graham Turner of Flight Centre advises a small travel agent on branding pitfalls to avoid, and some specific elements that helped him create a global brand.

Graham says too many brands can confuse potential customers – so make sure you keep your branding focused and clear. If you do need separate brands, make sure they are distinct, and that they aren't competing against each other – it's far better to take profits off someone else rather than yourself.

Graham also makes another important point about branding. 'The Captain' is an in-store device used to capture attention in retail store settings; but the real power comes from using this character in all Flight Centre advertising – it gives the brand an identity or persona, and it is consistently reinforced through all advertising channels.