



NEWS

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A RESOURCE FOR THE FRIENDS & PARTNERS OF LIBERTY JANE CLOTHING

Creating Powerful Brands (Or Fixing Bad Ones)

The most common question we get from new craft sellers is "I'm thinking about using XYZ for my brand name, what do you think?"

The truth is, people frequently suggest very bad naming ideas. A good name can create instant rapport and credibility. A bad name can permanently damage your opportunity to sell online.

What are the common mistakes people make? There are five we see all the time. Let's review them briefly.

Mistake #1 - Using Taken Terms

Any brand name is drastically hindered if it is forced to compete in the minds of the prospects with other concepts. Unless you've got a billion dollar marketing budget, don't try to "spend" your way into the mind of the prospect - choose unclaimed turf.

For example, why create a brand name like, "Vera's Clothing Co." if "Vera" is a common women's names in America? Instead consider unique terms and phrases.

Words can be wisely strung together to create a unique name. For example, while "Vera's Clothing Co." might not be unique, "Vera Wang" is a unique and memorable name. Michael isn't unique, but "Michael Kors" is. What tricks can you use to plumb the depth of uniqueness?

#1 - Proper Names

#2 - Locations or Places

#3 - Made Up Words (called Neologisms)

The primary test for any brand name is - *is it memorable?* Creating a splinter in the mind of the prospect is your top priority.

Mistake #2 - Deciding Without Input

There are an unlimited number of awesome brand names still available. You simply need to brainstorm naming ideas until you find one worth keeping.

How do you know when you've found a winning name? Unfortunately there is no perfect test. Rather than wing it, or gamble on people's respect for the new name, you can simply test it. Create a survey, put a

post on Facebook, or email your friends and family. Just remember, people will say nice things to your face to avoid conflict, but if you give them an anonymous poll, you'll hear the truth. SurveyMonkey a nice (and free) tool.



Apple Computer's First Brand/Logo

Mistake #3 - No Deep Meaning

The wisest approach to branding is to create a name that is unique and also reinforces a unique or memorable idea.

If your name helps reinforce that unique and original concept it will help turn prospects into customers.

If your name doesn't explicitly suggest a unique or memorable concept, then you'll want to identify one and constantly tie it to your work.

At Liberty Jane clothing, we are attempting to tie the concept of American Made into our brand concept.

Mistake #4 - No Drum Beat

Brands need to be continually reinforced - with a steady drumbeat of demonstration, explanation, interpretation, communication, and success. Refresh them, invest in them, and improve them. It's a mistake to set up a name and then not reinforce it with frequent reimagination.

If you want a great brand, then you need to continually wow and impress people with a shockingly awesome display of success. Every small victory pounds the drum and over time people will dance to your beat like raving fans. How do you beat the drum? Tell people about your successes. I know, it's awkward for humble people, but if you don't do it - who will? No one. Do amazing things and learn to share about it in a way that is humble, gentle, and systematic.

Mistake #5 - Trademark Drama

If you've gone to the trouble to brainstorm a great name, then you need to take the next official step and ensure it's actually available. There are several steps. #1 Google it to see if there is someone who has it in use. If not - great. However, if there is a name that is very similar then you'll have to decide if you want to risk using it. There could be legal difficulties.

#2 Check with Godaddy.com to see if the URL is available. If it is, buy it.

#3 Go through the formal Trademark process to claim the name for your use. It is a legal process that takes some time and money, but if you're serious about growing your business and protecting your brand - it's worth it. Do it cheaply via [LegalZoom](http://LegalZoom.com).

Repairing Bad Brands

Was your brand name poorly chosen? If so, there's only one solution - change it. If you do it wisely, and include customers in the process, you can gain a lot of momentum and energy. You can make it an opportunity to build interest and respect for your work.

Do You Have A Question?

This newsletter is written for you! We'd love to write about a topic that you are struggling with - so feel free to submit a question today. [Submit it here](#).

We are honored to partner with you!

Jason & Cinnamon