

Branding

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Synopsis

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If you want to discover how you can master the art of telling great stories in public and how to create a strong and positive perception about your business, then pay attention...

Branding is a way for a business to make it to the top, plus improve its operations. This audiobook comprises years of experience, created to allow a complete beginner to grasp how the most powerful companies and small businesses handle branding.

In part one of this audiobook, youâ€™ll:

- Learn how to start a branding campaign from A to Z
- Find out how to avoid the most common branding pitfalls
- Take a peek at the branding secrets of the most successful brands
- Discover how to determine the type of branding thatâ€™s most suitable
- Find new ways that allow you to integrate more than one branding method in a campaign
- Discover where exactly the problem is in your branding campaign

Part two focuses on storytelling, and you will discover:

- Insight and tips from seven expert storytellers
- Critical elements to know when composing a story
- How to deliver a story with all the elements needed to take your story from good to great
- How you can avoid the biggest mistakes in storytelling, such as misusing marketing tools
- Cool tricks, including immersive storytelling and expanding your medium
- How to achieve results with modern mediums to impact the future of storytelling

The provided examples are from some of the world's greatest speakers, storytellers, with advice from leading experts. From best-selling authors to generation-changing motivational speakers, this audiobook covers all the fundamentals of outstanding storytelling. It will help you deliver stories to audiences that will leave them personally affected and motivated. So, if you want to master branding and storytelling, then scroll up and click the "buy now" button!

Reader's comments

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