



BRAND SUCCESS THE ULTIMATE DREAM FOR YOUR BRAND

BY DR KKJOHAN

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DR KKJOHAN'S QUOTE BOOKS

Featuring branding quotes that is personally penned by Dr KKJohan, this Quote Book on branding is the first of its kind and in the world. Dr KKJohan's mission is to produce 1,000 branding quotes which will be published into 10 volumes. Volume 1, 2 & 3 are now available.



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“BRAND SUCCESS THE ULTIMATE DREAM OF YOUR BRAND”

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**I HAVE DONE MY BEST
BEEN MY BEST
AND
LIVED MY BEST**

**NOW
I WISH YOU
ALL THE BEST!**

... DR KKJOHAN



**I HAVE
ONE MOTTO
IN LIFE**

**WHATEVER
IS NOT DONE
MUST BE DONE
BEFORE
I AM DONE!**

... DR KKJOHAN



FOREWORD

THE JOURNEY TOWARDS BRAND SUCCESS BEGINS WITH A DREAM. IT IS THE ULTIMATE DESTINATION FOR EVERY BRAND TO STRIVE FOR AND ASPIRE TO. THE WORK INVOLVED IS OF PARAMOUNT IMPORTANCE TO BRING OUT THE BEST IN YOUR BRAND FOR GREATER SUCCESS AND ACHIEVEMENT. THIS IS THE PINNACLE OF SUCCESS IN REALISING THE ULTIMATE DREAM OF YOUR BRAND.

IN THE QUEST FOR BRAND SUCCESS, SOME WILL FALTER ALONG THE WAY, BUT ONLY THOSE WHO PERSEVERE WILL BE ABLE TO TURN OVER A NEW LEAF. EVERY LITTLE EFFORT COUNTS TOWARDS MAKING THIS JOURNEY A SUCCESS.

HAVING EXPERIENCED BRAND SUCCESS MYSELF, I CAN HONESTLY TELL YOU THAT SUCCESSFUL PEOPLE HAVE MADE BRAND SUCCESS THEIR PRIORITY. THEY ARE FULLY PREPARED AND HIGHLY MOTIVATED TO TAKE ACTION AND MAKE THINGS HAPPEN. BOLD AND FEARLESS IN FACING LIFE CHALLENGES AND OBSTACLES, THEY ARE ALWAYS READY TO SEIZE THE DAY AND EVERY OPPORTUNITY AT HAND TO MOVE FORWARD. THEIR SUCCESS IS A TESTAMENT TO THEIR ABILITY, CLARITY AND POSITIVITY.

IN THIS VOLUME, I WILL TAKE YOU ON A JOURNEY OF BRAND DISCOVERY BY EXPOUNDING ON THESE VITAL COMPONENTS AND INGREDIENTS FOR BRAND SUCCESS. LET'S LEARN AND LEVERAGE ON THESE POWERFUL BRANDING QUOTES AS WE TAKE THE JOURNEY TOWARDS THE ULTIMATE DREAM OF YOUR BRAND.

SEIZE THE DAY TO MAKE THE ULTIMATE DREAM OF YOUR BRAND A REALITY!



**WHAT ARE YOU INSPIRED
BY?**

**I AM INSPIRED BY MY
BRAND SUCCESS.**

... DR KKJOHAN



BRAND SUCCESS STARTS WITH YOU

**THE ROAD TO SUCCESS BEGINS WITH A SINGLE
STEP FORWARD. 'YOU' ARE THE MOST IMPORTANT
INGREDIENT IN THE SUCCESS EQUATION OF YOUR
BRAND. NO MATTER WHAT YOU CHOOSE, ONLY YOU
CAN MAKE IT HAPPEN.**



**TO ME THERE IS
NO SH*T AND BULLSH*T IN
BRAND SUCCESS.**

... DR KKJOHAN



**MANY DON'T HAVE
AN UNDERSTANDING
OF BRANDS
EVEN THEIR OWN BRANDS**

**THAT IS WHY
THEY CAN NEVER GET
THE MOST OUT OF
THEIR BRANDS
AND MAKE IT A SUCCESS**

**BLESS THOSE THAT DO
THAT IS WHY
THEY ARE SO SUCCESSFUL.**

... DR KKJOHAN



**UNDERSTANDING
YOUR BRAND
IS KEY
TO
BRAND SUCCESS**

**YOU CAN
NEVER SUCCEED
IF YOU DO NOT
KNOW
YOUR BRAND**

**KNOW
THE POWER
OF
YOUR BRAND**

... DR KKJOHAN



**EVERYONE SAYS
SKY IS THE LIMIT
BUT I SAY
SKY IS NOT THE LIMIT**

**ONLY YOU ARE THE LIMIT
ONLY YOU CAN LIMIT
YOURSELF**

DONT'T LIMIT YOURSELF!

... DR KKJOHAN



**HAVE A POSITIVE
MENTAL ATTITUDE
TOWARDS
YOUR BRAND SUCCESS!**

**YOU WON'T BE
DISAPPOINTED.**

... DR KKJOHAN



**SUCCESS NEVER COMES
EASY!
IF IT IS EASY IT WON'T
BE A SUCCESS
AND IT WON'T BE GREAT.**

... DR KKJOHAN



BUILD A COMMANDING BRAND TO CREATE BRAND SUCCESS.

... DR KKJOHAN



**YOU WILL BE REMEMBERED
ONLY WHEN IT IS DONE**

**BE REMEMBERED FOR YOUR
BRAND SUCCESS.**

... DR KKJOHAN



**BRAND SUCCESS
IS DETERMINED BY
HOW FAST AND FURIOUS
YOU WANT IT!**

JUST BEAT IT!

... DR KKJOHAN



**SUCCESS IS MAKING
THE BEST OUT OF THE WORST
AND
FAILURE IS MAKING
THE WORST OUT OF THE BEST**

**BRAND SUCCESS
IS
KNOWING THE DIFFERENCE.**

... DR KKJOHAN



**I WILL NOT REST
AND
I CANNOT AFFORD TO REST
TILL
MY BRAND SUCCEEDS.**

... DR KKJOHAN



**TO ME EVERYTHING
IS
ABOUT BRAND SUCCESS
AND
BRAND SUCCESS
IS
EVERYTHING TO ME.**

... DR KKJOHAN



**I HAVE GOT TO DO
WHAT
I HAVE GOT TO DO
FOR
BRAND SUCCESS**

**GET IT DONE
AND
BE DONE!**

... DR KKJOHAN



**I BELIEVE IN MY BRAND
AND
I WILL FIGHT FOR MY BRAND
UNTIL IT SUCCEEDS
THAT IS MY BRAND SUCCESS.**

... DR KKJOHAN



**SUCCESS TO ME
IS
I DON'T THINK, I DO!
NOT
I DON'T THINK I DO.**

... DR KKJOHAN



GREAT BRAND PERSONALITY INSPIRES BRAND SUCCESS

**POSITIVITY ATTRACTS. THIS IS THE SECRET
OF SUCCESS IN GOOD BRAND BUILDING. AND
HAVING A GOOD PERSONALITY COUNTS IN
HELPING TO ACCENTUATE YOUR BRAND.**



**THE MAKING OF A GREAT BRAND
IS
LIKE MAKING A GREAT MOVIE**

**AT THE END OF IT ALL,
IT GIVES YOU
A MEMORABLE EXPERIENCE
– THAT IS SUCCESS.**

... DR KKJOHAN



**YOU CAN'T LIVE WITHOUT
BRANDS**

**BRANDS
ARE
INDISPENSABLE!**

... DR KKJOHAN



**EVERYTHING REVOLVES
AROUND BRANDS**

**EVERY TIME
EVERY DAY
EVERY MOMENT.**

... DR KKJOHAN



**SUCCESSFUL BRANDS
BRING YOU
TO PLACES
AND
MEET FACES.**

... DR KKJOHAN



**ALL OF US CAN BE EXCITED
ABOUT MANY THINGS**

**I ONLY HAVE ONE,
THE BRANDLAUREATE**

**WHICH IS
MY BRAND SUCCESS.**

... DR KKJOHAN



ANYTHING CAN HAPPEN!

**YOU GOT TO PREPARE
TO PREVENT THE WORST**

**LIFE CAN BE UNFAIR AND
UNFORTUNATE**

**DON'T LET IT HAPPEN
TO YOU.**

... DR KKJOHAN



**SUCCESS DEMANDS
ALL OF ME,

ALL OF MY ATTENTION
AND
ALL OF MY AFFECTION.**

... DR KKJOHAN



**WHO CARES
ABOUT WHAT OTHERS
SAY OR THINK
ABOUT YOU?**

**NOBODY CAN HELP YOU
BUT YOURSELF!**

... DR KKJOHAN



**THE MOST PRECIOUS LESSON
I'VE LEARNED ABOUT SUCCESS
IS
DON'T ASSUME!**

**NEVER UNDERESTIMATE
OTHERS.**

... DR KKJOHAN



TRUST IS THE FOUNDATION OF BRAND SUCCESS

**TO TRUST IS TO LOVE. THAT IS THE GREATEST
AFFIRMATION OF YOUR BRAND. WHEN YOU HAVE
A STRONG BRAND FOUNDATION, YOUR BRAND
WILL LAST.**



**YOU CAN'T BE
GROPING BLINDLY
IN THE DARK
AND
HOPING FOR THINGS
TO HAPPEN**

**GET A GRIP
ON YOUR BRAND!**

... DR KKJOHAN



**ANYBODY WHO CAN DO THE JOB,
GETS THE JOB**

**AS LONG AS THE JOB
GETS DONE**

**TO ME THAT IS
TRUSTWORTHINESS
AND
THAT'S THE VIRTUE
FOR BRAND SUCCESS.**

... DR KKJOHAN



**LEARN TO UNDERSTAND
PEOPLE**

**LEARN TO RECOGNISE
TALENT**

**LEARN TO APPRECIATE
LEADERSHIP**

**THAT'S THE FOUNDATION
FOR BRAND SUCCESS!**

... DR KKJOHAN



**THE MOST IMPORTANT
LESSON I LEARNT IN LIFE
IS NOT TO LIE,
CHEAT OR DECEIVE
YOURSELF**

**BE HONEST
WITH YOURSELF
THAT IS THE BEGINNING
OF WISDOM.**

... DR KKJOHAN



**YOU CAN GIVE UP
ON
EVERYTHING AND ANYTHING
BUT
YOU CANNOT GIVE UP
ON
YOURSELF.**

... DR KKJOHAN



**I DON'T HOPE FOR SUCCESS
I WORK FOR SUCCESS**

**THAT'S THE SLOGAN FOR
BRAND SUCCESS.**

... DR KKJOHAN



**TO ME THERE IS NEVER
A PROBLEM**

**SO DON'T MAKE IT
A PROBLEM.**

... DR KKJOHAN



**FIND YOUR STRENGTH
AND
WORK ON IT
TILL
YOU FIND GREATNESS**

WHY?

**BECAUSE
YOUR GREATNESS
IS
IN YOUR STRENGTH.**

... DR KKJOHAN



BRANDING IS A JOURNEY
YOU HAVE TO KEEP GOING
AND
YOU HAVE TO KEEP GROWING

THE GOING KEEPS YOU
GROWING

JOURNEY ON TILL YOU
SUCCEED.

... DR KKJOHAN



**THE WORD THAT STRIKES ME
IS
URGENCY!**

**IF YOU DON'T SEE
HOW URGENT IT IS
YOU WILL NEVER ATTEND
TO THE URGENCY
OF THE MATTER
AND
YOU WILL END UP
IN
AN EMERGENCY.**

... DR KKJOHAN



ONE THING I KNOW FOR SURE

THERE IS NO LIMIT

FOR

YOUR BRAND SUCCESS.

... DR KKJOHAN



**SEEING IS BELIEVING
AND
BELIEVING IS SEEING**

**ONLY WHEN YOU SEE
AND
BELIEVE IN YOUR GOALS
THEN YOU WILL
START TAKING ACTION
TO ACHIEVE IT**

**DON'T WAIT AND SEE
IF YOU WAIT
YOU WILL NEVER SEE.**

... DR KKJOHAN



**EVERYTHING
IS
A MATTER OF PERSPECTIVE**

**SEE YOURSELF DOING IT RIGHT
AND
YOU WILL DO IT RIGHT**

**THAT IS WHAT MAKES
ALL THE DIFFERENCE
FOR YOU AND YOUR BRAND.**

... DR KKJOHAN



ACHIEVING BRAND SUCCESS IS THE PATH TO BRAND ASCENDANCY

**A POOR BRAND IS NOT ONE WITHOUT PROFITS OR
REVENUES, BUT ONE WITHOUT DREAMS. FOLLOW
YOUR HEART AND DREAMS AND BRING IT TO THE
PINNACLE OF SUCCESS.**



**IN BRANDING
BE FEARLESS
TO TAKE YOUR BRAND
HIGHER
TO WHERE YOU HAVE NOT
GONE BEFORE!**

**THINK GLOBAL
TO
INTERNATIONALISE
YOUR BRAND.**

... DR KKJOHAN



**NEVER LEAVE OFF
WHAT YOU CAN
DO TODAY**

**PROCRASTINATION
NEVER ENDS
IT ENDS
EVERYTHING
THAT IS IN YOU**

NEVER PROCRASTINATE.

... DR KKJOHAN



**FILL YOUR MIND
WITH
BRANDING THOUGHTS
TO
FULFILL
YOUR BRAND
ASPIRATIONS.**

... DR KKJOHAN



**SUCCESS
IS
MEANT
FOR THOSE
WHO
ARE READY**

**BE READY
TO
TAKE
YOUR BRAND
TO
SUCCESS.**

... DR KKJOHAN



**I ONLY DREAM
OF
SUCCESS
BECAUSE
SUCCESS
IS
WHAT DRIVES ME.**

... DR KKJOHAN



**START YOUR BRAND
ON
A RIGHT NOTE
TO
MAKE YOUR BRAND
NOTED.**

... DR KKJOHAN



**THE BOTTOM LINE
FOR
BRAND SUCCESS
IS
FIND A WAY
MAKE A WAY
CREATE A WAY**

**THERE
IS
ALWAYS A WAY.**

... DR KKJOHAN



**MAKE IT
YOUR TOP PRIORITY
TO
STRENGTHEN
YOUR BRAND
BY
FULFILLING
YOUR BRAND
OBJECTIVES.**

... DR KKJOHAN



**I WORK
FOR
SUCCESS
BECAUSE
NOTHING
WORKS
LIKE
SUCCESS**

**SUCCESS
WORKS!**

... DR KKJOHAN



**BY WORRYING
I ACHIEVE NOTHING
BY WORKING
NOTHING
CANNOT BE ACHIEVED**

**ACHIEVE
SOMETHING
BETTER
THAN
NOTHING.**

... DR KKJOHAN



**IT DOESN'T
REALLY MATTER
IF
YOU KNOW
WHAT MATTERS MOST**

**SUCCESS
IS
ALL THAT MATTERS.**

... DR KKJOHAN



BRAND ALIVE!

**LIVE UP TO YOUR BRAND
AND
YOUR BRAND WILL LIFT
YOU UP.**

... DR KKJOHAN



BRAND TO SUCCEED!

**BRAND YOUR WAY
TO
BRAND SUCCESS**

**BRAND BUILDING
IS
A JOURNEY**

**THE JOURNEY
TO
BRAND SUCCESS.**

... DR KKJOHAN



WORK ON YOUR BRAND TO BE A BRAND WINNER

**GOOD BRANDS WORRY ABOUT THEIR CUSTOMERS.
GREAT BRANDS WORRY ABOUT THEIR COMPETITION.
THERE IS A BIG DIFFERENCE BETWEEN BOTH. WORK
ON YOUR BRAND, SO THAT WHEN IT BECOMES
SUCCESSFUL, IT WILL WORK FOR YOU.**



**TAKE NO CHANCES
FOR
YOUR BRAND**

**YOU CAN'T AFFORD
TO LOSE
AS
YOU MAY LOSE IT ALL!**

... DR KKJOHAN



**FIGHT
FOR YOUR BRAND
SO
THAT
THERE IS A FUTURE
FOR
YOUR BRAND.**

... DR KKJOHAN



**BE THE MARKET LEADER
FOR
BRANDS AND BRANDING
TO
STAY IN POSITION.**

... DR KKJOHAN



ENERGIZE YOUR BRAND!

**BE ENERGETIC
TO
GIVE ENERGY
TO
YOUR BRAND.**

... DR KKJOHAN



**EVERYBODY
SAYS
HOPE FOR THE BEST
AND
BE PREPARED
FOR THE WORST**

**IN CONTRARY
YOU SHOULD
PREPARE
FOR THE BEST
AND
DON'T THINK
OF THE WORST.**

... DR KKJOHAN



**FIND SATISFACTION
IN
YOUR BRAND
BECAUSE
BRAND SATISFACTION
BRINGS
GREATER SUCCESS!**

... DR KKJOHAN



**PRACTICE
SELF-RELIANCE
AND
DON'T BE DEPENDENT
ON
OTHERS**

**BEING TOO RELIANT
WILL
SLOW YOU DOWN
AND
HINDER
YOUR PROGRESS**

**JUST DO IT
YOURSELF!**

... DR KKJOHAN



**DO EVERYTHING
WITH
SUCCESS IN MIND**

**DON'T DO
FOR
THE SAKE OF DOING**

**DO IT
TO
SUCCEED
DO IT
FOR
SUCCESS!**

... DR KKJOHAN



**MAKE YOUR BRAND
SUCCEED SUCCESSFULLY**

**IT IS SUCCESS
OR
NOTHING.**

... DR KKJOHAN



**WHEN NOBODY
WANTS
TO DO IT
AND
WHEN NOBODY
CAN DO IT**

**BE THE ONE
WHO DOES IT.**

... DR KKJOHAN



**YOU ARE EVERYTHING
TO
YOUR BRAND
AND
YOUR BRAND
IS
EVERYTHING TO YOU**

**MAY YOUR BRAND
ALWAYS
BE WITH YOU.**

... DR KKJOHAN



**YOU DON'T
TALK YOUR WAY
TO SUCCESS**

**YOU ONLY
WORK YOUR WAY
FOR SUCCESS.**

... DR KKJOHAN



**ALWAYS
DO THE RIGHT THING
AND
DO THINGS RIGHT**

**THEN
YOUR BRAND
WILL
SUCCEED.**

... DR KKJOHAN



READY, GET SET, GO!

**LIFE IS A RACE
IF YOU DON'T START
YOU
WILL NEVER
REACH THE END**

**START YOUR BRAND
JOURNEY TODAY.**

... DR KKJOHAN



**WORK FOR YOUR BRAND
AND
MAKE YOUR BRAND WORK
FOR YOU**

**ONLY
WHEN YOUR
BRAND SUCCEEDS
WILL YOU
SUCCEED SUCCESSFULLY.**

... DR KKJOHAN



**SUCCESS
IS
NOT AN ILLUSION
IT'S
A SOLUTION**

**IT WON'T JUST HAPPEN
IT NEVER HAS.**

... DR KKJOHAN



**TOO MUCH TIME
SPEND
ON THE NON-ESSENTIALS
AND
NOT MUCH TIME
GIVEN TO THE ESSENTIAL
FOR
BRAND SUCCESS.**

THIS WILL KILL THE BRAND!

... DR KKJOHAN



**BUILD YOUR BRAND
ON
A CLEAN SHEET
TO
UPHOLD
YOUR BRAND
INTEGRITY
FOR
YOUR BRAND SUCCESS.**

... DR KKJOHAN



**A TON
OF
HARD TALK
CAN NEVER
BE COMPARED
TO
AN OUNCE
OF
HARD WORK.**

... DR KKJOHAN



**BRANDING
IS
THE ONLY MECHANISM
THAT
WORKS WONDERS
FOR
YOUR BRAND SUCCESS.**

... DR KKJOHAN



**BRAND SUCCESS
COMES
WHEN
YOU PUT
YOUR HEART
AND
YOUR SOUL
IN IT.**

... DR KKJOHAN



THE GREATEST PRIZE IS KNOWING YOU HAVE A GREAT BRAND

**YOU GIVE LIFE TO YOUR BRAND BY SPEAKING ABOUT
IT. TELL OTHERS ABOUT YOUR BRAND SUCCESS AND IT
WILL SET THE PUBLICITY MECHANISM IN MOTION.**



**ASPIRE
TO BECOME
A GREAT BRAND
FOR
YOUR BRAND SUCCESS
AND
YOUR BRAND SUCCESSION.**

... DR KKJOHAN



**LIFE STRUGGLES
BRING OUT
THE BEST IN YOU**

**STRUGGLE
TO BRING OUT
THE BEST
IN YOUR BRAND.**

... DR KKJOHAN



**YOUR BRAND
IS
A WORK OF ART
ADMIRE
AND
APPRECIATE
YOUR GREATEST
MASTERPIECE
WHICH
IS
YOUR BRAND!**

... DR KKJOHAN



**THE BIRTH
OF
AN IDEA
IS
THE BEGINNING
OF
ALL SUCCESS**

**KEEP
YOUR IDEAS
FLOWING
AND
YOUR SUCCESS
OVERFLOWING.**

... DR KKJOHAN



**YOUR BRAND SUCCESS
WILL
REFLECT
THE TRUE BEAUTY
OF
YOUR BRAND.**

... DR KKJOHAN



**DON'T LOOK BACK
WITH
REGRETS**

**KEEP LOOKING
TO THE FUTURE
WITH
EXCITEMENT
AND
EXPECTATION
FOR
YOUR BRAND SUCCESS.**

... DR KKJOHAN



**CONDITION YOURSELF
FOR
SUCCESS
TO
SURVIVE
THROUGH
ALL
CHALLENGES
AND
CONDITIONS.**

... DR KKJOHAN



**ALWAYS
BE IN CONTROL
AND
REGAIN
CONTROL
OF YOUR BRAND**

**ONCE
YOU LOSE CONTROL
EVERYTHING
IS
BEYOND CONTROL.**

... DR KKJOHAN



**YOU DON'T HAVE
TO BE GREAT
TO BE GOOD**

**ALL YOU NEED
IS
TO BE GOOD
TO BE GREAT.**

... DR KKJOHAN



**DON'T LET REJECTION
EAT YOU UP
AND
KILL YOUR DREAMS**

**IT IS
A STEPPING STONE
FOR
SOMETHING GREATER
TO
COME.**

... DR KKJOHAN



**INCULCATE
BRAND VALUES
IN YOUR
BRAND CULTURE**

**BRAND VALUES
ADD
VALUE
TO YOUR
BRAND SUCCESS.**

... DR KKJOHAN



BRAND EMINENCE IS THE CROWN JEWEL OF YOUR BRAND SUCCESS

LIKE A KING TO ITS COUNTRY AND PEOPLE, BRAND SUCCESS IS MEASURED WHEN YOUR BRAND IS SEEN STANDING TALL AMONGST OTHERS. BRAND EMINENCE IS THE CROWN JEWEL THAT WINS THE HEARTS OF OTHERS AND COMMANDS LOYALTY, RESPECT AND ADMIRATION.



**YOUR BRAND
IS
A MASTERPIECE
AND
NOTHING LESS.**

... DR KKJOHAN



**A BRAND
THAT
COMES
FROM THE HEART
IS
A TRUE WORK OF ART.**

... DR KKJOHAN



**THERE IS
ONLY
ONE ULTIMATE AIM
OF
THE BRANDLAUREATE
AWARDS
WHICH IS TO
TOUCH, MOVE AND INSPIRE
OTHERS
TO REACH THE PINNACLE
OF
THEIR BRAND SUCCESS.**

... DR KKJOHAN



**THE ATTENTION
TO
DETAILS
IS
THE ESSENCE
OF
BRAND SUCCESS.**

... DR KKJOHAN



**LIKE POLISHING
A DIAMOND
STROKE BY STROKE
UNTIL
IT BECOMES
A MASTERPIECE
THAT'S
THE DYNAMICS
OF
EXCELLENT
BRAND CREATION.**

... DR KKJOHAN



**ALWAYS REMEMBER
THE POWER OF SUCCESS
LIES
IN YOU AND WITHIN YOU**

**ONLY YOU HAVE
THE POWER OF SUCCESS
FOR
BRAND SUCCESS.**

... DR KKJOHAN



**ALWAYS BE DRIVEN
FOR
YOUR BRAND**

**THE FORMULA 1
FOR
BRAND SUCCESS
IS
TO DRIVE ON
STRIVE ON
AND
THRIVE ON.**

... DR KKJOHAN



**THERE MUST BE
AN ENDLESS QUEST
IN ORDER
TO
SUCCEED**

**WITHOUT
THE QUEST
FOR IT
YOU WILL NEVER
MAKE IT.**

... DR KKJOHAN



**WHATEVER JOB YOU DO,
THINK OF IT
AS DOING IT
FOR YOURSELF
AND
NOT FOR OTHERS
BECAUSE
EVERY PATH OF
YOUR PROGRESS
WILL
LEAD TO YOUR
BRAND SUCCESS.**

... DR KKJOHAN



**TRUST NO ONE
BUT
YOURSELF
IN
BUILDING YOUR BRAND**

**IT IS YOU
AND
ONLY YOU
WHO IS ULTIMATELY
RESPONSIBLE
FOR
YOUR BRAND SUCCESS.**

... DR KKJOHAN



**ALWAYS
MAKE YOUR BRAND
A FORCE
TO BE
RECKONED WITH.**

... DR KKJOHAN



**KEEP THE PRIDE
OF
YOUR BRAND
BURNING BRIGHT**

**THAT IS
THE FUTURE
OF
YOUR BRAND
SUCCESS.**

... DR KKJOHAN



YOUR BRAND THE WONDER OF IT ALL.

... DR KKJOHAN



FAILURE IS NOT THE END OF YOUR BRAND

**ALWAYS REMEMBER THAT FAILURE IS ONLY
TEMPORARY, BECAUSE ADVERSITY OPENS A DOOR
TO NEW OPPORTUNITIES AND BEGINNINGS.**



**THERE IS NO SHAME
IN FALLING AND FAILING
IN YOUR BRAND JOURNEY**

**USE YOUR FAILURES
AS
A STEPPING STONE
TO
BRAND SUCCESS**

**HOWEVER
REMEMBER
THAT FAILURE
CAN BE VERY COSTLY.**

... DR KKJOHAN



**THE GREATEST FEARS
IN
BRAND BUILDING
ARE
FALLING, FAILING
AND
FAILURE**

**KEEP FOCUSING
ON
YOUR BRAND STRENGTH.**

... DR KKJOHAN



FAILING IS NOT FINAL

FAILING IS NOT FATAL

**MAKE IT
THE FUEL
TO
FIRE YOU UP.**

... DR KKJOHAN



**FALLING
DOES NOT MEAN
FALLEN**

**SUCCESS
IS NOT ABOUT
NEVER FAILING
BUT
PICKING YOURSELF UP
EVERY TIME YOU FALL.**

... DR KKJOHAN



**LIKE THE PHOENIX
RISING
FROM THE ASHES**

**EMBRACE
YOUR FAILURES
AS
PART AND PARCEL
OF
JOURNEY
TO
BRAND SUCCESS.**

... DR KKJOHAN



**I AM NOT A FAILURE
AND
FAILURE IS NOT ME**

**I AM BORN
FOR
SUCCESS**

**THAT IS
WHY I AM
WHO I AM
AND
I AM WHAT I AM.**

... DR KKJOHAN



**YOU MUST
BE TRUE
TO YOURSELF
TO GET
THE MOST
AND
THE BEST
RESULTS
FOR
YOUR BRAND SUCCESS.**

... DR KKJOHAN



**ALTHOUGH SUCCESS
CAN BE
AN UPHILL BATTLE
ALWAYS
REMEMBER
THAT IS YOUR ULTIMATE
GOAL**

**KEEP MOVING FORWARD
NO MATTER
WHAT**

**IRREGARDLESS
OF ANYTHING
OR ANYONE
STANDING
IN YOUR WAY.**

... DR KKJOHAN



**THE BIGGEST MISTAKE
IN LEADERSHIP
IS MAKING
MOUNTAINS
OUT OF
MOLEHILLS
AND
NOT KNOWING
THE FOREST
FROM
THE TREES.**

... DR KKJOHAN



**TO ACHIEVE CLARITY
OF MIND AND PURPOSE
YOU MUST ALWAYS
ACKNOWLEDGE
THE WRONGS
TO MAKE IT RIGHT
WHAT IS WRONG?**

**ONLY WHEN YOU
RESOLVE THESE DOUBTS
CAN YOUR BRAND
TRULY SHINE
AND
BE PRESENT
TO THE MOMENT.**

... DR KKJOHAN



SUCCESS BUILDS SUCCESS

**YOU HAVE TO PLAN
YOUR WORK
AND
WORK YOUR PLAN**

**NEVER TAKE CHANCES
FOR
ANYTHING
TO GO WRONG.**

... DR KKJOHAN



BRAND LEADERSHIP BRINGS BRAND SUCCESS

**YOU CAN RUN WITH THE CROWD OR TAKE ON THE
HIGHER GROUND OF LEADERSHIP. THE CHOICE IS
YOURS. BEING WITH THE CROWD WILL MAKE YOU GO
UNNOTICED, BUT TAKING ON LEADERSHIP WILL GET
THE CROWD TO MOVE ALONG WITH YOU, ARRIVING
AT A FAR GREATER PLACE.**



BE A LEADER

**THINK LIKE A LEADER
SPEAK LIKE A LEADER
ACT LIKE A LEADER
WORK LIKE A LEADER
LIVE AS A LEADER!**

**IF I CAN BE A LEADER
SO CAN YOU?**

... DR KKJOHAN



**HOW TO BE
THE OPTIMUS PRIME
OF
SUCCESS?**

**ALWAYS
BE OPTIMISTIC
TO
OPTIMISE
EVERY OPPORTUNITY
FOR
OPTIMUM RESULTS.**

... DR KKJOHAN



**STAY HUNGRY
STAY FOCUS
AND
NEVER SETTLE FOR LESS**

**CHOOSE SUCCESS
BY ALL MEANS
BECAUSE
ALL YOUR MEANS
MUST
LEAD TO SUCCESS.**

... DR KKJOHAN



BE STRONG

TAKE EVERY CHALLENGE
WITH
THE RIGHT SPIRIT
AND
THE RIGHT ATTITUDE
BECAUSE
WHEN YOU ARE STRONG
YOUR SUCCESS IS GREATER.

... DR KKJOHAN



**SUCCESS
COMES
WITH A PRICE
AND
IT DEMANDS YOUR ALL**

**SO
GIVE YOUR ALL
FOR SUCCESS.**

... DR KKJOHAN



**USE YOUR BRAIN
DON'T
MISUSE IT
AND
ABUSE IT**

**YOU DON'T HAVE
TO BE INTELLIGENT
TO BE SUCCESSFUL
BUT
YOU CAN BE
SUCCESSFULLY
INTELLIGENT**

**YOUR SUCCESS
DEPENDS
ON IT.**

... DR KKJOHAN



**IF YOU ARE
NOT BORN SMART
THEN
YOU HAVE
TO WORK HARD**

**BECAUSE
FORTUNE FAVOURS
THE BOLD
AND
THOSE
WHO ARE WILLING
TO WORK HARD.**

... DR KKJOHAN



**SOLVE
DISSOLVE
AND
RESOLVE
EVERY PROBLEM**

**YOU MAY NOT
HAVE ALL THE ANSWERS
BUT
THERE IS ALWAYS
AN ANSWER
OUT THERE
GO FIND IT**

**THAT IS THE MARK
OF
A TRUE LEADER.**

... DR KKJOHAN



**BE THE CHANGE
FOR CHANGE
AND
MAKE THE CHANGE
FOR SUCCESS**

**THAT IS
THE DEFINING MOMENT
OF
YOUR BRAND LEADERSHIP.**

... DR KKJOHAN



**EVERYONE IS DIFFERENT
AND
I AM NO DIFFERENT**

**DIFFERENTIATION
IS
THE KEY
TO
YOUR BRAND SUCCESS.**

... DR KKJOHAN



**KNOWLEDGE AND EXPERIENCE
IS
WHAT MAKES THE DIFFERENCE
IN
MY BRAND JOURNEY
FROM
PAST, PRESENT AND FUTURE

WITHOUT IT
NOTHING ELSE MATTERS.**

... DR KKJOHAN



**IN SUCCESS
THERE IS NO SUCH THING
AS
MORE OR LESS
IT MUST BE
MORE NOT LESS

BE DEFINITE.**

... DR KKJOHAN



**TAKE ACTION
FOR
SUCCESS**

**SUCCESS
IS
A DIRECT RESULT
OF
ACTION**

A CALL TO ACTION.

... DR KKJOHAN



BE A BRAND CHAMPION FOR YOUR BRAND SUCCESS

**THE WORDS “CHAMPION & SUCCESS” GOES
HAND-IN-HAND. SET YOUR SIGHTS ON YOUR
BRAND SUCCESS AND YOU WILL NEVER GO
WRONG. WHEN YOU ACHIEVE BRAND SUCCESS,
YOU WILL ALSO BECOME A BRAND CHAMPION!**



**NOT EVERY PROBLEM
IS
A BREAK DOWN
SOMETIMES
IT IS
A BREAKTHROUGH**

**TAKE A BREAK
TO
BREAKTHROUGH.**

... DR KKJOHAN



**YOU HAVE NOT
ATTAINED
BRAND SUCCESS
UNTIL
YOU HAVE
FULLY REALISED
WHAT IT MEANS
TO BE THE BEST**

**NOT TRYING
WANTING
HOPING
OR
DREAMING**

**BE THE BEST
OF
THE BEST.**

... DR KKJOHAN



BEST-BRAND
THAT IS
THE DEFINITION
OF
BRAND SUCCESS
IN
ONE WORD

WHEN YOUR BRAND
HAS
BECOME THE BEST

THE BRANDLAUREATE
BESTBRANDS.

... DR KKJOHAN



**HOPE FOR THE BEST
IN YOURSELF
AND
DON'T ALWAYS
RELY ON OTHERS**

**FOR ONLY
YOU CAN KEEP
YOUR HOPES ALIVE
WHEN
THE WORLD
LEAVES
YOU
HIGH AND DRY.**

... DR KKJOHAN



**LIKE THEY SAY
NO PAIN NO GAIN
USE IT OR LOSE IT**

**IF YOU DON'T
PUSH YOURSELF
NOTHING WILL HAPPEN**

SO MAKE IT HAPPEN!

... DR KKJOHAN



**BE UNLIMITED
AND
GET THE JOB DONE
TO
UNLIMIT YOURSELF
FROM
ALL LIMITATIONS.**

... DR KKJOHAN



**ALL CHAMPIONS
ARE
MADE NOT BORN**

**BE
A BRAND CHAMPION.**

... DR KKJOHAN



**GOOD STRESS
KEEPS
YOU UP
BAD STRESS
KEEPS
YOU DOWN**

**STRESS
IS GOOD
WHEN IT KEEPS
YOU
FOCUSED TOWARDS
A
BREAKTHROUGH**

DON'T BE DISTRESSED

... DR KKJOHAN



**SOME PEOPLE
HAVE A CHOICE
SOME PEOPLE
DON'T HAVE A CHOICE**

**NO MATTER WHAT
ALWAYS
DO YOUR BEST**

**AND
THAT IS
THE BEST CHOICE.**

... DR KKJOHAN



THE CHALLENGE IS ON!

**SOME WISH
THAT YOU WILL WIN
OTHERS WISH
THAT YOU WILL LOSE**

**THE ONLY QUESTION
IS
WILL YOU BE THERE
AT
THE FINISHING LINE?**

**THAT IS
THE ONLY THING
THAT MATTERS.**

... DR KKJOHAN







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**THE BRAND
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