



**CREATE YOUR BRAND
BUILD YOUR BRAND
GROW YOUR BRAND
TO
BE THE BRAND**

BY DR KKJOHAN

VOLUME 5
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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 & 4 are available.



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“CREATE YOUR BRAND, BUILD YOUR BRAND, GROW YOUR BRAND TO BE THE BRAND”

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WHO AM I?

**I AM
THE EVANGELIST
FOR
MY BRAND
AND
MY BRANDING**

**MY BRAND STORY
MUST BE TOLD.**

DR KKJOHAN



FOREWORD

CREATE A BRAND THAT MAKES A DIFFERENCE. BE PROUD OF YOUR OWN BRAND WHICH SIGNIFIES YOU.

YOUR BRAND IS THE FACE THAT IS SHOWN TO THE WORLD. BE THE FACE THAT EVERYONE REMEMBERS AND ACCLAIMS. AND LET IT SHOUT OUT TO MAKE A DIFFERENCE IN THE WORLD.

GROW YOUR BRAND FOR EXCELLENCE. TO BUILD YOUR BRAND, YOU MUST FIRST KNOW AND UNDERSTAND IT WELL. TREAT IT WITH CARE AS IF YOU ARE NURTURING A CHILD. GIVE IT EVERY AVAILABLE SUPPORT, AND ATTENTION. SHOWER IT WITH LOVE AND GROOM IT FOR SUCCESS. AND GROW IT INTO MATURITY.

THERE IS NOT ONE PERFECT FIT FOR YOUR BRAND. DON'T SETTLE FOR MEDIOCRITY. YOU MUST CONSTANTLY EVOLVE TO REMAIN RELEVANT TO THE PRESENT TIME AND CONDITION.

BELIEVE IN YOUR BRAND! LET YOUR BRAND SHINE YOUR WAY TO SUCCESS LIKE A BEACON OF HOPE, AND CREATE A PATHWAY FOR OTHERS TO FOLLOW. DEVELOPING YOUR FULL BRAND POTENTIAL IS A LIFELONG JOURNEY WHICH CAN BE DEMANDING AND REWARDING AT TIMES. HAVE FAITH THAT YOUR BRAND WILL EVENTUALLY BRING ITS OWN REWARDS.

WHEN YOU HAVE FULLY OVERCOME ALL IMPERFECTIONS, YOU ARE LEFT WITH A CROWN JEWEL THAT SHINES THROUGH THE DARKNESS WITH ITS BEAUTY, GREATNESS, AND CLARITY!

THAT IS THE JOURNEY OF YOUR BRAND – YOUR BRAND LEGACY.



**I AM HERE
TO BE
THE CHANGE
AND
TO BRING ABOUT
CHANGE**

**AN INSTRUMENT
OF CHANGE.**

DR KKJOHAN



CREATE A DIFFERENCE IN YOUR BRAND

**THE BRAND THAT YOU CREATE WILL ULTIMATELY
BRING SUCCESS. KNOW YOUR BRAND AND WHAT IT
SIGNIFIES, THEN LET YOUR CREATIVITY OPEN UP A
NEW WORLD FOR YOU AND YOUR ORGANIZATION. LET
YOUR BRAND SHOUT OUT TO MAKE A DIFFERENCE!**



**BE
A BRAND MASTER
TO
CREATE
A BRAND MASTERPIECE
FOR
YOUR BRAND.**

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**BE
A BRAND IN DEMAND**

**CREATE
A COMPELLING NEED
FOR
YOUR BRAND
THAT
NO ONE WILL SAY NO.**

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**BRANDS
MUST NOT
JUST BE IN THE NEWS
BUT
CONSTANTLY
CREATE
BREAKING NEWS.**

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**THE INITIAL SEED
OF
IMPRESSION
ULTIMATELY
CREATES
THE FRUIT
OF
EXPRESSION
FOR YOUR BRAND.**

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**BRAND PURPOSE
IGNITES
BRAND PASSION**

**BE A PURPOSE
DRIVEN BRAND
TO
FIRE UP YOUR PASSION.**

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**ADOPT
AN OLYMPIC SPIRIT
IN
BRANDING
BY
SETTING
A NEW RECORD
FOR
YOUR BRAND.**

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**A SUCCESSFUL BRAND
MAKES A MARK
PAVES THE WAY
AND
LEAVES TRAILS
FOR
OTHERS TO FOLLOW.**

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**SEE FURTHER
GO FASTER
WORK HARDER
TO
BUILD
A STRONG BRAND.**

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**OBJECTIVELY
A BRAND
IS A
PRODUCT
BUT
SUBJECTIVELY
IT IS AN
EXPRESSION
AND
EXTENSION
OF
YOURSELF.**

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BRAND VOGUE

THE ART OF STYLING TO BRAND IN STYLE.

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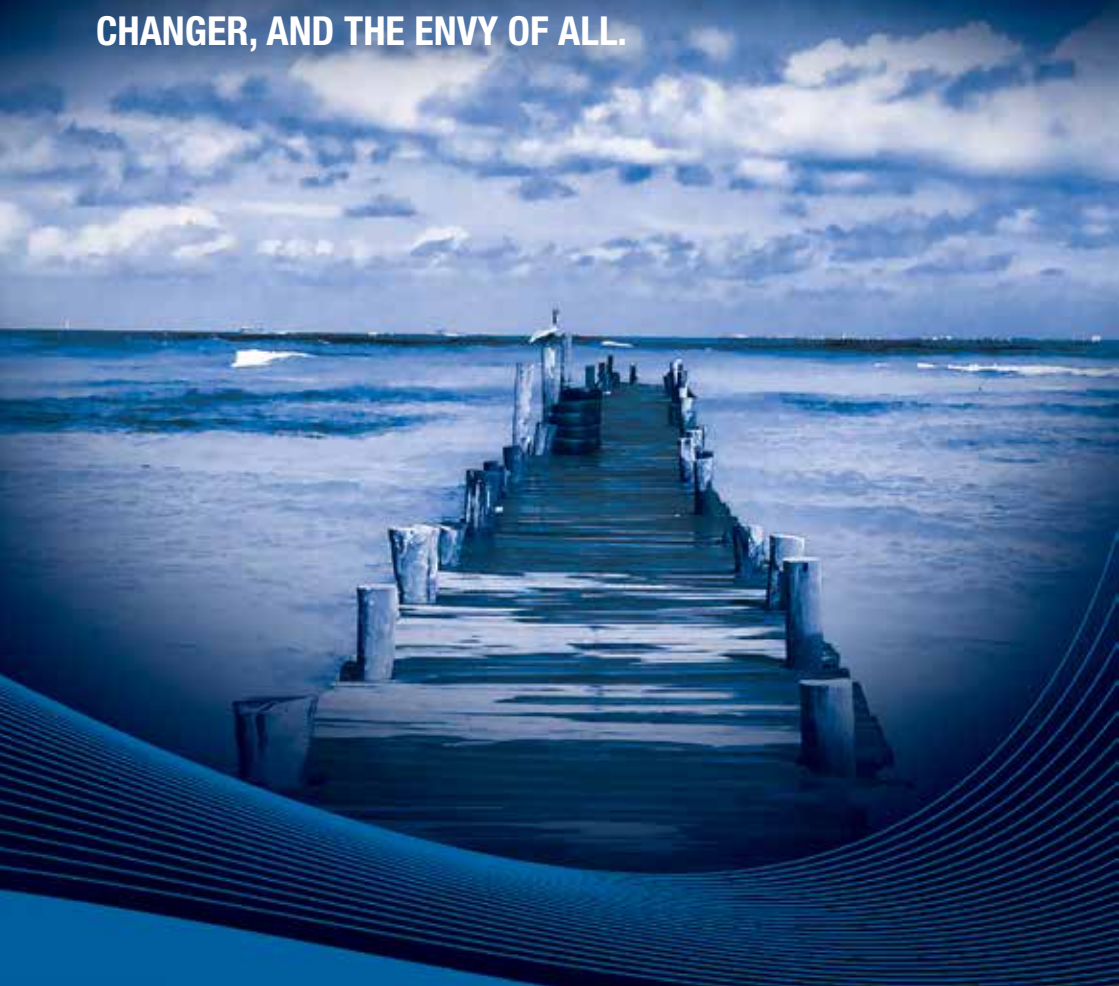
**SHOW THE WORLD
YOUR
BRAND LEADERSHIP
AND
THE WORLD
WILL SHOW YOU
YOUR
BRAND SUCCESS.**

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MAKE YOUR BRAND GLAMOROUS AND SENSATIONAL

**WHY SETTLE FOR MEDIOCRITY? CREATE A
POWERFUL BRAND THAT SHINES LIKE A BEACON OF
HOPE THROUGH THE NIGHT AND CREATE A PATHWAY
OF SUCCESS FOR OTHERS TO FOLLOW. BE THE GAME
CHANGER, AND THE ENVY OF ALL.**



**AFFIRM YOUR BRAND
WITH
GREAT AND INSPIRING
BRAND STORIES
NOT
SAD AND DEPRESSING
NEWS.**

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**IN BRANDING
SIZE
DOES NOT MATTER
NEVER
UNDERESTIMATE
SMALL BRANDS
OR
BE INTIMIDATED
BY
BIG BRANDS.**

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**IN LIFE
THERE WILL BE
WINNERS AND LOSERS**

**CHOOSE
TO BE A WINNER
THAT IS
WHAT MATTERS MOST.**

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**WHEN IT COMES
TO
A DO-OR-DIE MISSION
IT IS BETTER
TO
DO THAN TO DIE**

**YOU HAVE
TO BE STRONG
TO BE GREAT.**

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UNLOCK AND UNLEASH YOUR BRAND FOR THE FUTURE.

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**YOUR BRAND
IS
THE ANSWER**

**IT IS
THE SOLUTION
AND
RESOLUTION
OF
YOUR SUCCESS.**

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**A SMALL STEP
IN
BRANDING
CREATES
A BIG IMPACT
IN
THE WORLD
OF
BRANDS.**

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**TAKE
NO RISKS
WITH
YOUR BRAND**

**GAMIFY
YOUR BRAND
TO WIN
AND
NOT TO LOSE.**

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**YOU HAVE
TO START SMALL
TO GROW BIG
NEVER
UNDERESTIMATE
THE POWER
OF
YOUR BRAND**

**YOU WILL
BE AMAZED
WITH
THE RESULT.**

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**THE BRAND
IS
YOUR VISION
AND
YOUR MISSION**

**NO VENTURE
NO GAIN.**

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**IF I AM NOT MOVED
NOTHING MOVES
NOTHING IS DONE**

**EITHER
I AM MOVED
OR
I WILL BE REMOVED**

**LET MY HEART
MOVE ME
TO DO IT.**

DR KKJOHAN



BECOME A SUPREME BRAND

**TO BUILD YOUR BRAND, YOU MUST FIRST KNOW
AND UNDERSTAND IT WELL. TREAT IT WITH CARE
AS IF YOU ARE NURTURING A CHILD. GIVE IT EVERY
AVAILABLE SUPPORT, AND GROW IT TO MATURITY.**



**ALWAYS SHARE
THE BEAUTY
OF
YOUR BRAND
MAKE IT
SPARKLE
IN THE EYES
OF
THE WORLD
BECAUSE
THEY NEED
TO SEE IT
TO BELIEVE IT.**

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**BUILD A BUSINESS
THAT
SHAPES LIVES
AND
YOU WILL HAVE
A BRAND
THAT
SHAKES THE WORLD.**

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**BUSINESS LOYALTY
IS
THE RESULT
OF HAVING
A GREATE BRAND**

**BUILD
A GREAT BRAND
WITH
YOUR LOYALTY.**

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**KEEP
THE GOOD
THE GREAT
AND
THE GLORIOUS
TO
CREATE
YOUR BRAND LEGACY.**

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BRANDING HELPS TO BUILD CONFIDENCE IN YOUR BRAND.

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**THE ODYSSEY
OF YOUR
BRAND
IS
A LIFE JOURNEY
IT IS NEVER INTENDED
TO
BE SHORTLIVED
YOUR LONGEVITY
IS
YOUR LEGACY.**

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**A SUCCESSFUL
ORGANISATION
HAS
A STRONG
BRAND CULTURE
WHICH
IS INITIATED
BY TOP-DOWN
MANAGEMENT
AND
SUPPORTED
BY BOTTOMS-UP
MARKETING
THAT IS THE WAY
TO GO.**

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**WHAT IS THE ROLE
OF
YOUR BRAND?
DO YOU
CREATE
DEMAND
OR
SUPPLY?**

FIND YOUR PURPOSE.

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**CREATE
AN INSIGHT
AND
FORESIGHT
FOR
YOUR BRAND
BY
LOOKING FORWARD
NOT BACKWARD.**

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**VALUE YOUR BRAND
IT IS
A GEM
TO HAVE
AND
TO HOLD
FOR NOW
AND
FOREVER MORE.**

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**WITHOUT
AN INTELLIGENT
BRAND STRATEGY
YOUR BRAND
WILL
EVENTUALLY
BE A TRAGEDY.**

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SHAPE YOUR BRAND FOR THE FUTURE

**THERE IS NOT ONE PERFECT FIT FOR YOUR BRAND.
IT MUST CONSTANTLY EVOLVE TO REMAIN RELEVANT
TO THE PRESENT TIME AND THE FUTURE.**



BRAND FORWARD

**A BRAND
DOESN'T
LIVE
IN THE PAST
IT LIVES
IN THE PRESENT
AND
THE FUTURE.**

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THINK BRANDING IT IS THE WAY TO YOUR BRAND FUTURE.

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**CULTIVATE
A POSITIVE
BRAND CULTURE
TO
CREATE
A SUCCESSFUL
FUTURE
FOR
YOUR BRAND.**

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**YOUR BRAND
HOLDS
THE KEY
TO
THE FUTURE**

**BE A
FUTURISTIC BRAND.**

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**POSITION
YOUR BRAND
HIGHER
BY
STRIVING
TO BE
A STRONGER
AND
GREATER BRAND.**

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**A SUCCESSFUL BRAND
MAY
GO THROUGH
MANY
ZIG-ZAGS
ALONG THE WAY
BUT
THE MOST IMPORTANT
POINT
IS TO REACH IT'S
DESTINATION.**

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**RENOVATE
YOUR HOMES
TO ADD VALUE
SIMILARLY
BRAND
MUST
BRAND
AND
REBRAND
TO GIVE VALUE.**

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**MOVE IN STYLE
AND
BRAND IN STYLE
THAT IS
THE MARK
OF
A SUCCESSFUL BRAND.**

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**THE PRINCIPLE
OF
SOWING AND REAPING
APPLIES
TO
BRANDING
WHATEVER YOU SOW
YOU WILL REAP
SOW
THE SEEDS
OF
SUCCESS
FOR
YOUR BRAND.**

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**EMBRACE BRANDING
AS
A WAY OF LIFE
INCULCATE
A POSITIVE
BRAND CULTURE
FOR
EXCELLENCE.**

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**BRAND IT
LIKE
NO ONE ELSE DOES
AND LIKE
NO ONE ELSE CAN**

**BRAND IT
YOUR WAY
SO FINALLY
YOU MAY SAY
I DID IT MY WAY.**

DR KKJOHAN



GROWING YOUR BRAND FOR EXCELLENCE

**TO GROW YOUR BRAND, YOU MUST PROVIDE IT WITH
CONSTANT SUPPORT AND ATTENTION. SHOWER IT
WITH LOVE AND GROOM IT FOR SUCCESS. ONLY
THEN, WILL YOU REAP THE FRUITS OF YOUR LABOR.**



THE 4GS OF A BRAND (GO, GROW, GAIN & GREAT)

**READY TO GO
START TO GROW
GOOD TO GAIN
AND
GREAT TO BE GREAT.**

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**GROWTH
IS
AN ESSENTIAL PART
OF
LIFE**

**BE BRAVE
BE BOLD
AND
BE THE ONE
TO
BUILD YOUR BRAND
SUCCESS.**

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**ALWAYS
REMEMBER
YOUR
BRAND
MUST
BE MOST
SALABLE**

BRAND TO SELL.

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**USHER IN
A NEW DIMENSION
FOR
YOUR BRAND
BY
GOING BEYOND
THE LIMITS**

**IT IS ALL
IN
YOUR IMAGINATION.**

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CHART YOUR BRAND GROWTH WITH A TIMELINE FOR SUCCESS.

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INTELLECTUALS MUST DO INTELLIGENT BRANDING TO SPUR ECONOMIC GROWTH.

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**ALWAYS
STAY FOCUSED

YOUR POSITIVE
ENERGY
AND
PORENTIAL
WILL
LEAD
TO
BRAND GROWTH.**

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**REINVENT
AND
REENERGEISE
TO
REV UP
YOUR BRAND
FOR SUCCESS**

**THAT'S
THE BRAND SPIRIT.**

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**STOP TALKING
START BRANDING**

**DON'T BLAME
JUST BRAND.**

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**INTRINSIC
AND
EXTRINSIC
BRANDING
ARE PART
OF YOUR
BRAND
EVOLUTION**

**CREATE
A HOLISTIC
BRAND.**

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**BRANDING
IS ABOUT
SELLING
THE EXPERIENCE
OF WHAT
YOUR BRAND
IS ABOUT.**

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BELIEVE IN THE ULTIMATE SUCCESS OF YOUR BRAND

**BELIEVE IN YOUR BRAND! LET YOUR BRAND SHINE
YOUR WAY TO SUCCESS. HAVE FAITH THAT YOUR
BRAND WILL EVENTUALLY BRING ITS OWN REWARDS.**



**LIKE WHAT YOU DO
AND
DO WHAT YOU LOVE
FOR
THE SAKE
OF
YOUR BRAND
PROMINENCE.**

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TURN YOUR DESIRE INTO DREAMS THROUGH BRANDING.

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**YOUR
VISION
AND
VALUES
ARE PART
OF
YOUR BRAND
MISSION**

**STRENGTHEN
YOUR
LEADERSHIP
TO
PROMOTE
YOUR BRAND
SUCCESS.**

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**THE PROBLEM
IS
NEVER
IN THE BRAND
IT IS
ALWAYS
IN THE BRAND
LEADERSHIP.**

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**HAVE
A
BASIC
INSTINCT
FOR
BRANDING
BEFORE
IT
BECOMES
EXTINCT.**

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**KEEP
THE FIRE
OF
YOUR BRAND
ALIVE
BY
BEING
A STRONG
AND
DYNAMIC
BRAND.**

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**BRANDING
TAKES
YOU FROM WHERE
YOU ARE
TO
WHERE
YOU WANT
TO BE**

**WHERE
DO YOU WANT
YOUR BRAND
TO GO?**

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**A WINNING BRAND
IS
A BRAND
THAT
WINS
THE HEART
AND
THE MINDS
OF
THE PEOPLE.**

DR KKJOHAN



**YOU CAN ALWAYS
TRUST
A BRAND
WHICH
DELIVERS
THE BRAND PROMISE.**

DR KKJOHAN



**KEEP ON BRANDING
THAT'S
THE WAY FORWARD
AND
THE WAY TO GO.**

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**YOUR BRAND
MUST BE STRONG
AND
YOUR LEADERSHIP
MUST BE STRONG
ONLY THEN
CAN YOUR BUSINESS
BE STRONG**

**BECOME A STRONG BRAND
THAT IS
SECOND TO NONE.**

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EMBRACE YOUR BRAND FULLY

**BY FULLY EMBRACING YOUR BRAND, YOU WOULD
HAVE COMMITTED TO MAKING IT SUCCESSFUL.
WHEN YOU HAVE OVERCOME ALL ITS
FLAWS AND IMPERFECTIONS, YOU WILL BE LEFT
WITH A JEWEL IN YOUR HANDS THAT SHINES WITH
BEAUTY, PURITY AND GREATNESS!**



**NEVER FORGET
THE FIRST LOVE
FOR
YOUR BRAND
EVEN
IF YOU DON'T FEEL
LIKE IT.**

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**MAKE
YOUR BRAND
KNOWN
THROUGH
BRANDING
TO GET
A HEADSTART
ON THE
COMPETITION.**

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BRAND YOUR WAY TO THE TOP OF THE COMPETITION.

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**ENRICH
YOUR BRAND
EXPERIENCE
AND
ENHANCE
THE BRAND
VALUE
FOR
YOUR BRAND.**

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**BRANDING
IS
THE PULSE
OF
YOUR BRAND
LONGEVITY**

**KEEP IT
PUMPING
TO
STAY ALIVE.**

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ACTIVATE YOUR BRAND EXPECTATIONS TO EXCEED ALL LIMITATIONS.

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**FINE-TUNE
YOUR BRAND
LIKE
AN ORCHESTRA
TO CREATE
A BEAUTIFUL
SYMPHONY.**

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**GREAT PEOPLE
INSPIRE
GREAT BRANDS
AND
GREAT BRANDS
INSPIRE
GREAT PEOPLE.**

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**THEREFORE
TURN
YOUR
PERCEPTION
INTO
REALITY
THROUGH BRANDING.**

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**WHAT YOU KNOW
CAN HELP YOU
AND
WHAT YOU DON'T KNOW
CAN HURT YOU**

**THIS INSIGHT
APPLIES
IN THE WORLD
OF
BRANDING.**

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**DON'T
UNDERESTIMATE
YOUR BRAND**

**BE BOLD
BE BRAVE
AND
BE THE ONE.**

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BE A UNIQUE AND ATTRACTIVE BRAND

**YOUR BRAND IS THE FACE THAT IS SHOWN TO THE
WORLD. BE THE FACE THAT EVERYONE SEES AND
ACCLAIMS.**

**BE PROUD OF YOUR OWN CREATION –
WHICH SIGNIFIES YOU.**



**IT IS NOT JUST
THE BRAND
BUT
THE PERSONALITY
BEHIND
THE BRAND
THAT SELLS**

**BE THE FACE
OF
YOUR BRAND.**

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**WHY
IMITATE
WHEN
YOU CAN
INNOVATE?**

**BE
A BRAND
CHAMPION
AND
INFLUENCER.**

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**ALL IS LOST
IF
YOU DON'T BRAND IT
NOW
JUST BRAND IT.**

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LIVE YOUR BRAND

MAKE IT YOUR LIFESTYLE BRAND.

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THE 3 I'S OF BRANDING

**INGENUITY
FINDS THE WAY
INNOVATION
CREATES THE WAY
AND
INTEGRITY
LEADS THE WAY.**

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**WHAT YOU SAY
AND
WHAT OTHERS SAY
ABOUT
YOUR BRAND
MUST BE
COMPLEMENTARY
AND
COMPLIMENTARY.**

DR KKJOHAN



**MANAGE
YOUR BRAND
WELL
SO THAT
YOUR BUSINESS
WILL BE
WELL.**

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**DON'T LET
YOUR BRAND CRACK
THERE IS
NO PLEASURE
IN
MENDING
THE CRACK.**

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**IF YOU
ARE NOT PROUD
OF
YOUR BRAND
NOBODY ELSE WILL**

**BE EXCITED
ABOUT
YOUR OWN
BRAND SUCCESS.**

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**DON'T BE BLINDSIDED
BY
YOUR SUCCESS
ALWAYS
KEEP AN
OPEN MIND
FOR
GREATER SUCCESS.**

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**THE GREATEST FEAR
IS HAVING LOST
YOUR PURPOSE**

**MAKE IT
YOUR LIFE PURPOSE
TO FIND
YOUR TRUE PURPOSE.**

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YOUR BRAND CULTURE IS A REFLECTION OF YOU

**YOUR BRAND IS LIKE POLISHED SILVER. IT
WILL REFLECT THE BEST OF YOU AND YOUR
ORGANIZATION. MAKE SURE THAT YOUR BRAND
SHINES LIKE A DIAMOND TO SHOW THE WORLD
WHAT YOU CAN DO, AND WHO YOU REALLY ARE.**



THE INWARD IMPRESSION AND OUTWARD EXPRESSION OF YOUR BRAND REPRESENT YOU.

DR KKJOHAN



**EMOTIONS
ARE
THE DOORWAY
TO
THE HEART**

**GAUGE
THE QUALITY
OF
YOUR BRAND
BY
THE FEELINGS
IT
CREATES.**

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**DARING TO
AND
DARE TO DO
IS THE
DARLING WORD
FOR
EVERY BRAND.**

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THE ACRONYM S.T.O. IS KEY

**SEIZE
THE
OPPORTUNITY
FOR
YOUR BRAND.**

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**PEOPLE
JUDGE
HOW YOU LIVE
YOUR BRAND
NOT
WHAT YOU SAY
ABOUT
YOUR BRAND.**

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**HONESTY
IS
THE BEST POLICY
THIS APPLIES
IN BUSINESS
AND
BRANDING
AS WELL.**

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**BRAND
RECOGNITION
MUST
BE EARNED
TO
CREATE
BRAND
LEGIMITACY.**

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**BE
INTENTIONAL
ABOUT
YOUR BRAND
INTENTIONS**

**THAT'S
THE PATH
OF A
GREAT BRAND.**

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**GREAT BRANDS
ARE NOT
JUST
GOOD ENOUGH
OTHERWISE
THEY WON'T
BE GREAT.**

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THE ACROYNM W.I.N.

W - WISDOM

I - INTEGRITY

N - NOBILITY

**THAT'S
THE WINNING
FORMULA
IN
BRANDING.**

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**ALWAYS
BE HAPPY WITH
WHAT YOU DO**

**JUST LIKE
THE SONG SAYS
DON'T WORRY
BE HAPPY.**

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THE JOURNEY OF YOUR BRAND

**DEVELOPING YOUR FULL BRAND POTENTIAL IS A
LIFELONG JOURNEY.**

**MOVE FORWARD WITH YOUR BRAND SUCCESS,
AND CONSTANTLY DEFINE AND REFINE IT UNTO
PERFECTION.**



THE JOURNEY OF BRANDING IS A QUEST OF PASSION AND PERFECTION.

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**BE
A PHENOMENAL BRAND
THAT TURNS
HEAD
HEART
AND
MIND.**

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**3M
TO
ADD VALUE
TO
YOUR BRAND
STORY**

**YOUR BRAND
MISSION
YOUR BRAND
MESSAGE
AND
YOUR BRAND
MEDIUM.**

DR KKJOHAN



**EVERYTHING
IS
A PRODUCT
UNTIL
IT BECOMES
A BRAND**

**MAKE
SUCCESS
YOUR
BRAND.**

DR KKJOHAN



**IMPROVE
YOUR BRAND IMAGE
BY
BEING
LIKEABLE
AND
LOVABLE
THAT'S
THE WAY
TO LIVE
YOUR BRAND.**

DR KKJOHAN



**FIND
THE
RIGHT FIX
TO
CREATE
THE RIGHT FIT
FOR
YOUR BRAND.**

DR KKJOHAN



**CREATE
YOUR OWN
BRAND IDENTITY
AND
BE THE REAL YOU**

DON'T FAKE IT!

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**TO BE
A CONTEMPORARY BRAND**

**STAY IN TUNE
TO
GET INTO
THE FLOW
OF THINGS.**

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**A GENUINE BRAND
REMAINS
TRUE
ALL THE TIME.**

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A GREAT BRAND BRIDGES BORDERS TRANSCENDS BARRIERS AND OVERCOMES OBSTACLES.

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**THE PRINCIPLE
I'VE ALWAYS LIVED BY
IS
TO INSPIRE OTHERS
TO INSPIRE MYSELF**

**WHEN I TEACH OTHERS
I AM TEACHING MYSELF**

**WHEN I DO SOMETHING
FOR OTHERS
I AM ACTUALLY
DOING IT FOR MYSELF**

**THIS PRINCIPLE
HAS HELPED ME
ALL MY LIFE.**

DR KKJOHAN





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