



BUILDING A REAL BRAND

Why Building a Brand Is Critical? Brands
and Scaling! Repeat Buyers!!

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Building a Real Brand

This guide will explain why building a brand is hugely helpful to your physical products business, as you start growing.

This Guide Covers:

1. Why Building a Brand Is Critical?
2. Brands and Scaling
3. Repeat Buyers

1. Why Building a Brand Is Critical

Approaching your business with a **brand mindset** is far more important than starting out with one “home run” product. Creating a brand of related products has become the secret to a long term, sustainable, and profitable business.

There are several benefits to the **brand mindset**:

- You can select products with much lower competition.
- Lower competition means it is easier to rank, from the start.
- Easier to rank means much lower advertising costs to help get your products on page one of Amazon.
- Multiple products means spreading out the risk—if something goes wrong with one product, you have the others to maintain your business while you fix the problem.
- Your brand is **unique**—a competitor can copy a product, but

they cannot copy an entire brand.

This doesn't mean that you won't find and launch a home run product, it just means that you won't spend all of your time searching for one!

2. Brands and Scaling

Targeting low-competition products makes it much easier to add products to your brand, since they are easier to find. This makes it possible to scale your brand even faster, especially since you will be choosing related products to sell.

The ease of scaling in this type of business is one of the reasons it is such a profitable business model.

For example, if you have a product that makes 15 sales per day at a cost of Rs.500 per sale, then:

- 1 product = Rs.2,25,000 in monthly sales
- 2 products = Rs.4,50,000 in monthly sales
- 5 products = Rs.11,25,000 in monthly sales

Plus, cross-promotion of related products makes it possible to quickly double your revenue.

Once you have built your brand name and gained brand recognition, **you can start charging more for your products**, because people know they can trust you.

This does require that you follow the steps and provide high-quality products and outstanding customer service. But those are the things that lead to the brand recognition that you want.

3. Repeat Buyers

Customers who love your brand are **more likely to buy from you, every time you launch a new product**. Always take care of your customers from the start, because they can be a huge asset to your business, down the road.

Additionally, loyal customers are like free advertising. Because they love you, they are more likely to recommend your product to their friends, co-workers, and family members. This improves sales of your existing products, and helps you as you launch new ones.

This entire branding process begins with just one product—and by building a brand of high-quality products, there is no limit to how far you can go.

