
THE BRANDING HANDBOOK

N A D E R A L M A L E H

YOUR GUIDE TO PUTTING
THE PIECES TOGETHER

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PREFACE

Firstly, let me say thank you for choosing this book. You're looking to broaden your knowledge on branding and I want you to know I take that very seriously. Not in an *"I'm about to lecture you"* way, but in a friendly, *"Let me tell you all the stuff that I think you should know"* kind of way.

I wrote this book to be easy to digest and as helpful as possible to anyone building a business. Branding can be a little confusing at times and I want this book to shed some light on the concept. I hope it becomes a useful companion on your journey of business growth.

*"OKAY, SOUNDS GREAT!
AND YOU ARE??"*

Right! A little background. My name is Nader alMaleh and I'm a business alchemist and consultant with a background specialized in branding and digital marketing. I'm lucky enough to be running multiple businesses of my own where I get to do the things I love most — part of which, helping business owners to

express the value of their offerings through design and messaging so they can better connect with their ideal clients.

My expertise comes from years of experience, freelancing, working in elite creative environments, developing brands across a wide range of industries, all over the world, and – maybe most eye-opening of all – launching my own businesses and experiencing the other side of creating a brand.

Those years of learning are what I bring to this book. I think the best thing about learning valuable information is being able to pass it on and teach it to someone else.

So, the aim of this book is to help business owners understand the effects of branding and the steps that they can take to build a brand that creates **real** value. This book is perfect for you if you're unsure of how to structure a brand strategy, curious about why choosing a niche is so important, or completely in the dark about what "branding" even is.

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