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BOOK ONE

THE FIRST BRAND

From Idea to Category

A practical guide to choosing a business, finding a sharp niche, validating demand, and building a brand people remember



Find the customer. Claim the wedge. Earn the right to scale.

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Before you begin

There has never been an easier time to announce a business.

A logo can be generated in minutes. A website can be assembled in an afternoon. Product photographs can be created before the first product exists. An advertisement can be written, designed, translated and launched without a large team.

That is useful. It is also dangerous.

When production becomes easy, judgment becomes the advantage.

This book is for the person who has an idea but does not yet have a business. It is for the person who says:

“I want to start a skincare brand.”

“I want to sell clothes online.”

“I want to build a food brand.”

“I want to create something for people like me.”

1. The real beginning of a business



An idea is not an opportunity

An idea is a possibility in your head.

An opportunity is a possibility connected to a real person, a meaningful problem, a reachable market, a credible solution and a viable economic model.

The difference matters because founders commonly begin with the most visible part of the business: the product.

They ask:

- What should I sell?
- Which colour should the packaging be?