

THE BRANDING

BIBLE

FOR SECURITY UPSTARTS



Dr Sylvan Lightbourne

OVERNIGHT SECURITY

**WEALTH CREATION & MONEY MAKING IN SECURITY
BRANDING ACADEMIA DON'T TEACH**

RELIABLE BRANDING-CREATING THE TONE





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CREATING THE TONE

Reliability in brand management are the supporters to your brand as your delivery and product line fits all the needs of the customer and not the customer needs to fit.

A lesson not taught in graduate schools as there is no acceptable gold standard set to operate universally, other than the persuasion of a copy to initiate corporate governance laws or principle governing security practices and business ethics among those who may seek profit regardless if the information is false.

Branding for customers and clientele requires more than just grit to academics but a philosophical approach to minimize human condition of conspiracy and filling the glass with retrograde armor to defend not only business but state, country, societies and foreign investors.

For all major players in ensuring that trickle down effects are all maximized to all customers intended in the market industry. Due to the increased technological gadgetry at all disposal, reliable sources of data branded from the recipient to be reputable in their field are tested daily amongst the competent social expert who finds gaps in every decision mentioned by security experts. A scrutiny and disgust occur quickly and can damage the reputation of the inhabitant market coverage, when accountability is demanded for error in margin.



For the brand must be protected and the learner in their field remains doubtful of their program; it is structured as an attempt to drill the principles of security from a theoretical approach or to give the recipient learner an initial boost to begin the process of changing the industry as it comes.

This is brand management and market branding the craft; thought to be one of the longest craft with many revolution strategies before and continuing. For academia, it is just the seedling that needs watering from the essential existing brand strategy of the recipient.

"Being resourceful is like the need of oxygen; it's necessary." -Dr. Sylvan Lightbourne



THE WAR BEGINS!

Branding security solutions or services is a marketing practice not new to the industry, whether used in today's social platform or through conference and product display shows; it is an essential tool to match potential clienteles' business needs.

Due to their existent presence; product marketing of *self*, the source product behind the display product continues to be a seldom personal growth lesson, taught in graduate security management degree programs.

More so their design framework is to follow a regimic order of associating to the norm of conformity, not going beyond capitalizing on the new industry market of personal branding.

Examined as a selfish goal to attain and if product marketing is performed,, it shall be for the glory good of associated people, as many shall reap the rewards of one. There exists 6R's of personal branding done on the framework of being a private associate to redefining the brand of the security professional, with or without affiliates, groups, employment categorization or security institutes.

Academic profit margins will decrease insurmountably when the future entrepreneurs discover that qualification without a foundation of growth inception for exercising brand management, and being that ambassador the industry requires to build the new frontier of security and new clientele.

RELIABILITY



To be a good source of information, where the ones who seek it can be unbothered when the source is legit enough, rendering the security consultant or adviser that their knowledge is gold standard.

Reliable sources of information are those tried and tested numerous times, sufficient to be resourceful to the seeker.

Branding, Openness, Never Fail

At most times the distribution of information within the security fraternity are plotted topics and discussion, or all contributions have already purchased its ideas, routing new directions to explore its necessary purpose to the new threats at hand.

The deliverance power esteemed to the holder of reliable source force, dependency to the seeker searching for it.

Its brand manipulation would be tested when such resources can fall into many categories of either; non resourceful, unutilized ancient principles governing its existence or a major step towards fulfilling the gaps created by threats facing those who seek clarity in its division

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