

HOW TO COME OUT OF NOWHERE WITH CANON WING

The Secret Power Of Logos *Transcript*

The Secret Power logos. Many people questioned, do logos really matter? Do I have to really think into this in every little detail of it? Well I ask you, how many people have lived and died to defend a flag? Right. Your logo is the flag of your community. Use that design to unite them. To embody your values and ethics so that when they see your logo, they see a community the one they've been looking for. They see a solution to the things that are missing in their life and they want to buy they want to invest they want to join that community. That is the secret power of logos. It also another level of it is, people wear your logos on their person. Right. Free advertising. Walking around advertising to every single person around their allegiance to your brand, to your community. Their identity is now with you.

That's exceedingly powerful. That's exactly what you want out of branding. You want a following and a following that is wearing your brand garnering more followers for free. That's good stuff. Right. We're 50 times more likely to buy when we see it from our friends, when we hear it from our friends when we see it around us. We're seeing it constantly this same love always saying, "oh I got to get those sneakers everyone is wearing that kind of a sneaker". Right. That's the power of you know people wanting to belong to communities. It just that Human emotion that you want to tap into and take very seriously. You know I had to buy my I love New York tee-shirt right. Because I'm in New York and yes, I kept thinking I love New York. I love New York. I should move to New York. Power of branding power of suggestion again and again and again I'm seeing this shirt and I keep thinking I do love New York right.

So that's the secret power of logos. They're consistent. They're repetitive. People put them on their own body to signify their identity. It's pretty powerful. So, try to remember this: E+V=E to Infinity. Visual Storytelling. Plus emotion. Equals. Engagement to infinity.

We are visual creatures and all our decisions are made emotionally. We can be logical later and give you a logical reason why we got something but really, we did it because we were touched emotionally in some way. $E+V=$ Engagement to Infinity. That's the visual storytelling equation that you want to embody. So, whether it's in your logo or on your social media or on Pamphlet or your book cover, make sure that you are telling the same story that you began with the name and having the same emotional impact the same emotion if you can name it for the name and you can name it for the tagline you can name it for the logo, you're in great shape. You're on brand. You're on your brand's story. So, $E+V=E$ to Infinity.