

# 30Bs' Be Your Partner's BRAND.

*Build a lasting brand with your partner.*

Anne Nwakama

30Bs' – Be Your Partner's Brand

# Legal Notice

**This 2<sup>nd</sup> Edition of the published eBook was written to every partners who have not giving up on love, who still hope that if little efforts is being deepen into watering their relationships and marriages, the love they share will spring out like a fresh leave on a tree.**

**All right reserved. No part of this eBook may be produced in any form or by any means. Electronically, recording, editing, copying and repost on website without the prior permission of the Author.**

# Dedication

This eBook is dedicated to the Almighty God, the true restorer of Love and peace to every individuals, relationships and marriages.

# Author's Preface

**For every one struggling with to have peace and true love in their relationships or marriages; The 30Bs – Be Your Partner's Brand is to put you through a 30 Days Challenge to restore hopes, health, faith, joy, purity, family, spirituality, trust and love within yourselves, relationships and marriages. You need to challenge yourself that enough is enough, you are going to be fighting for what you care about and select the 30Bs one a day to achieve success in your desires.<sup>1</sup>**

---

<sup>1</sup>

# Table of Content

**Chapter 1: What Is A Brand?**

**Chapter 2: Why You Should Brand Your Partner.**

**Chapter 3: 30Bs'- Be Your Partner's Brand .**

**Chapter 4: Recapture To Subdue Misunderstanding.**

**Chapter 5: Continuity in Re- Branding.**

30Bs' – Be Your Partner's Brand

# Chapter 1

## WHAT IS A BRAND?

**BRAND** in this context means attaching an identifying trait or attitude from one partner to another in a relationship or a marriage.

In component of branding your partner, you must have identification of name, logo, tone (voice or through a song or a dance), attitude, style and mission statement which describes more on the image and value you have for your partner.

*Quote : In component of branding your partner, you must have identification of name, logo, tone (voice or through a song or a dance), attitude, style and mission statement which describes more on the image and value you have for your partner.*

**We can break branding your partner into 2 segments:**

## **Brand Identity**

This is directed to you as an individual how you rate your partner in a relationship or a marriage, the kind of names, how you appreciate the personality of your partner, sincerity, kindness, thoughtfulness and attitude you display internally and externally with them, how you draft your mission statement towards achieving a fruitful and peaceful togetherness. Rating your partner is determined by their strength not weaknesses, when you acknowledge your partner's strength it boost more of their strength which may cover their weaknesses. You cannot say you are in love with your partner and you are not matured enough to handle the real partner in them.

***Quote : You cannot say you are in love with your partner and you are not matured enough to handle the real partner in them.***

***TRUE LIFE EXPERIENCE : After my marriage I started calling my husband my heart because he restored my lost feelings and wake me alive in love, but when we have issues or am angry I call him by his name which gets him more angry, he begged me to always call him what I used to even if I was***

30Bs' – Be Your Partner's Brand

*angry for me I have been trying to call him my heart even when am angry, I noticed each time am angry with him and I call him my heart, he tend to even apologize immediately.*

## **Brand Image**

It is better described as how you perceive and rate your partner like the names you call them, you should ask yourself \_ Are you consistent or not?

The attitude you display internally, externally or publicly is it good enough, how you want people to see, rate and value your partner. Sometimes the image might be very presentable but not stable probably due to some situations.

***TRUE LIFE EXPERIENCE: Recently I noticed I get so angry easily and react terrible to my husband especially in the public, I have tried to work on it but I still find it difficult to adjust. Am I the problem or is he the one doing things I don't like?***

***My response was you are the problem, if you value your man and you respect his brand identity, there would not be any reason to often react terribly in the public towards your husband. Let's assuming you have a product you wish to sell, this product has a brand identity to sell and make profit also to protect the brand image, then a customer work up to you to openly said you product was not healthy enough for consumption, you might be angry but you would never want***

*to react the way the issue would escalate, you might call the customer to a close area and plead with him or her.*

If you can do this for a product, why can't you do same for your partner, reacting to someone you regard in the public is more like telling the public to disregard what you regarded in the public.

Brand Image gives birth to brand loyalty which means in a relationship or a marriage, the image you portray to the public about your partner would either make the public stay loyal to your partner or not. In brand loyalty your partner should have **some** of this attribute listed below to ensure they are really worthy of the brand allocated to them:

- Godly
- Faithfulness
- Respectful
- Reliable
- Trueness
- Obedience
- Commitment
- Stability
- Trustiness
- Fidelity
- Bond
- Dependability
- Nice – Heartedness
- Compromise to one another

30Bs' – Be Your Partner's Brand

- Apologize.

## Chapter 2

### WHY SHOULD YOU BRAND YOUR PARTNER?

Your kind of partner and how you treat your partner would either keep them to positively stand by you or it may make them negatively want either stay or walk away from you. Everyone desires a partner who would add to their joy in life. It would not be a bed of roses all the time, there are down times where you both are really angry with each other but chapter 3 would teach us certain points we need to work with and spice up our relationship or marriages in a different ground style.

For those who are in a relationship or marriage also for those who have been through heart break and decide at the moment to heal their heart before giving a new partner chance in their life, you need to understand the points below to prepare yourself what you look up to in your future relationship or your marriage.

## There are five (5) reasons why you need to brand your partner

1. Unique Brand Style : You will understand the advantages of branding your partner which assist you to select better brand name for your partner, make it unique it must be the usual sweet names everyone call their partner, the uniqueness goes a long way to send signal to your partner how unique they are to you.
2. Discipline: Branding your partner has a way to discipline partners to stay in line with exercising good attributes towards themselves, even if there weakness displays itself, branding your partner is a great teacher of knowledge on how to deal with your partner's weaknesses without escalating it to the public.
3. Forgiveness: Any marriage or relationship without forgiveness may not stand the test of time, branding your partner encourages you to quickly forgive so your partner does not lose its value at your sight or in the public. **Forgiveness is a powerful tool to stay branded to non-perfect people.**
4. Tied Bond: Branding tightens bond between partners, whether you are a male or female your partner would definitely feel closer to you because of the way you brand them as a person. To tie the bond it could be through a love thang – A dance or a

song, it could be through a game that you both can do together and you derive so pleasure from apart from sex. You both would appreciate each other in other dimensions. Love thang creates this memory no one can take off you both, it naturally put a smile on your faces when you are together or when you are not together.

5. Strive to grow together : The only way you would feel fulfill as partners is to remember that you both want to really be together and need to work as team members to complete one another and not compete with one another. As partners the friendship and relationship should be lively always.

## **Chapter 3**

### **30Bs' – Be Your Partner's Brand**

**TRUE LIFE CONFESSION** – *From the day I met my husband we had a love bond through the game football, have been married for 5 years now and sometimes when we both are so angry and one of us start talking or we both start watching football; everything act like a magic, we immediately reconcile and move on with our lives, it's good for couples to have a love bond.*

30Bs' – Be Your Partner's Brand

When you are with your partner there are necessary things you should put into consideration to be your partner's favorite brand which is seen in 30Bs:

1. Be your partner's love bond through a dance, song, signs, love language, sex if married.
2. Be able to always stay open minded with your partner.
3. Be your partner's prayer warrior.
4. Be your partner's smile.
5. Be quick to say thank you, sorry and please.
6. Be quick to appreciate your partner's strength.
7. Be cautious on how you correct your partner in love without disrespecting your partner.
8. Be a good listener to your partner.
9. Be able to compromise sometimes for peace to reign.
10. Be your partner's assistance in achieving goals.
11. Be your partner's play mate and creating a playful environment.
12. Be quick to forgive.

30Bs' – Be Your Partner's Brand

13. Be your partner's relaxing cushion like allowing your partner to relax on your laps, body or neck.
14. Be able to give your partner enough space to tighten your bond.
15. Be full of life enough to assist your partner switch from a bad to a good mood.
16. Be there when your partner is sick.
17. Be able to control your critic nature regarding your partner.
18. Be sure of staying positive most times.
19. Be in control of your anger.
20. Be able to stay off your partner's phone or gadget unless you are permitted to.
21. Be concern about your partner's health and appearance like when some partner add weight, it is the duty of their partner to point it out and assist on how to reduce.
22. Be able to keep the attraction burning between you and your partner.
23. Be conscious to treat your partner with respect all the time.
24. Be understanding when your partner wants to spend time with his or her family or friends.

30Bs' – Be Your Partner's Brand

25. Be free to share your thought and feelings.
26. Be proud of your partner's achievements and successes.
27. Be caring and honest.
28. Be calm in trusting your partner unless you see otherwise.
29. Be conscious of not threatening your partner of walking away but ready to work it out.
30. Be able to work for a healthy relationship or marriage and willing to work towards the success of the love bond always.

The 30Bs is quiet self-explanatory and I want to encourage anyone reading these to pick up the points once a day and work on yourself within a month, which I believe you would get positive result in your relationships or marriages.

## Chapter 4

30Bs' – Be Your Partner's Brand

## **Recapture To Subdue Misunderstanding.**

The reason while after reading this 30Bs' you still need to let it sink into your mind and brain, because most times we tend to forget that these things are things we know and should not be kept aside but to always remember to recapture the 30Bs' especially when misunderstanding sets in.

When you meet a new partner the relationship sometimes start very sweet while some start very rough but it is expected that despite you both feel you are in love you need to always do with the 30Bs for the rest of you being together.

Even when you feel the relationship is getting so boring and tiring, sometimes you find it hard to agree or you just feel that your input is too much, it is not really about you but about both of you, don't look at issues from your own end alone but from both end, then you recap the 30Bs again to rekindle what you both share.

To be your partner's brand is to build wonderful memories in your love life and keep achieving the goal of oneness.

In these world full of competition of so many men and women ready to get along with your partner not minding where you both have worked hard to build your relationship;

the question you should ask yourself is that if you are working in an multi-millionaire organization where you are well paid and you enjoy the organization and its growth so much, if you were queried

30Bs' – Be Your Partner's Brand

for an issue or a customer complained of your services or performance would you say because of such you will quit?

Am sure majority would say NO instead they would apologize and do everything by all means to ensure that they keep their customers and keep their jobs.

Have you ever wondered why people do not take their relationship or marriages like that, to nurture pamper and water the love to grow

That's the more reason why

You don't need to slack but to fasten your seat belt and trust that you would make yourself your partner's favorite brand

Most partners really don't have any identification brand in their relationships or marriages.

Tell yourself today; I will be my partner's brand, repeat it over and over again.

## **Chapter 5**

### **Continuity in Rebranding**

There are situations where you think you have tried all you can to get the attention of your partner, you want them to love you back in

30Bs' – Be Your Partner's Brand

return, the truth is you cannot force someone to love you or act in love with you when they are not really in love with you.

There is only one solution is to re – brand yourself, check yourself if there are any attitude, old habits or bad characters you exhibit that does not attract the right ones; if there is sincerely you need to filter those bad characters to help you find the right one who you will take the 30Bs' with you and would appreciate every bit of your efforts.

For those who have found true love, who are willing to fill the loop holes in their relationships and marriages, it is time to work on your desires. It may sound not serious but this is for those who are willing to rebrand themselves, rebrand their relationships and be their partner's brand.

This is a new routine to renew, refresh and replenish you and that one person you love.