

Branding Lessons Your Can Learn From the French Open

June 8, 2009

Liz Goodgold

As an avid tennis fan, I was literally glued to the television set as the play at Roland Garros reached its championship peak over the weekend. Throughout this fortnight, however, I've concluded that beyond demonstrating tennis prowess, these great players have literally become brands.

Tennis Greats Have Distinctive Elements

Commentator Brad Gilbert did a technical demonstration of a great forehand trying his best to imitate the 4-time champion, Rafael Nadal. He put on the signature bandana and Capri-length shorts, meticulously lined up his tennis bottles, and started swinging at a tennis ball with a ferocious speed.

Marat Safin has a fierce temper characterized by yelling at himself, referees, and smashing racquets. Champion Roger Federer lets his racquet do most of the talking, but clings to a respectful tone when speaking of his competitors.

Fellow tour champion, **Novak Djokovic**, almost brought the cheap seats crashing down with laughter at the US Open last year when he mimicked Maria Sharapova. He didn't don a skirt or dress in drag. Instead, he aced to perfection her methodical serving motion complete with pushing her hair behind her ear, bouncing the ball, and grunting.

These players consistently hit, act, grunt, and dress in the same way during every single public appearance. In fact, during this French championship, the players all wore the exact same outfit every day of play!

Aha! It then hit me: **People become celebrity brands when they can be imitated.**

Celebrity Branding Crosses Every Expertise

Acts all over the Las Vegas strip remind us of celebrity branding. Joan Rivers, Barbra Streisand, Michael Jackson, Cher, and Wayne Newton are all primed for impersonation. Why? Because they consistently represent an image complete with clothes, hair, phrases, songs, walks, and gestures that are unforgettable.

But, don't think for a moment that personal branding only applies to great singers, actors, or sports players. Suze Orman (personal finance expert), Walter Mossberg (digital guru), Sandra Lee (Semi-Homemade creator), Steve Jobs (revolutionary visionary) and Sophia Kinsella (bestselling chick lit author) are all bona fide brands.

Our goal is to become the celebrity brand for our area of expertise.

Brand Lessons For You

If you have ever tried to change your accent, move beyond your area of expertise, eliminate a catchphrase, adapt your clothing, or rid yourself of a particular gesture, stop! These characteristics are what make you unique. Embrace every ounce of your quirkiness; forget about pigeon-holed. Instead, become a celebrity brand in your area!

I always welcome your comments and questions via [email](#).

Until next week.....Liz

Meet Liz Goodgold



Speaker and author Liz Goodgold is a considered a fireball of energy with over 25 years of experience in marketing and branding. She is the author of [RED FIRE BRANDING: Create a Hot Personal Brand and Have Customers for Life](#) and [DUH! Marketing](#).

Sign up for her FREE Hot Topics newsletter jam-packed with advice on building your brand at www.redfirebranding.com or email her your questions at Liz@redfirebranding.com