



OWNING YOUR BRAND:

THE POWER OF PERSONAL AND COMPANY BRANDING

AUTHOR: FRANK MANTEAU

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Introduction: Why Your Brand Matters

In today's world, your brand is more than just a logo, a product, or a catchy slogan. It's who you are, what you stand for, and how people perceive you. Whether you're running a business or building a reputation as a leader, branding is everything. If you're not actively shaping your brand, the world will shape it for you—and that's a risk you can't afford to take.

I learned this firsthand. When Crayons Ready-to-Eat launched, it wasn't just about selling edible crayons—it was about embracing the joke, telling a story, and making a connection. But as we grew, we saw a bigger mission ahead of us. That's why we rebranded to MilTreats, Inc., expanding beyond a single product to a full line of military-inspired treats and gear. The shift was necessary, but it only worked because I was out there, front and center, leading the charge and showing people why this brand mattered.

Branding isn't just about a business—it's about you. A strong personal brand can elevate your company, establish credibility, and open doors you never thought possible. If you want to build something that lasts, it starts with owning your brand at every level.

Chapter 1: Your Personal Brand is Your Reputation

People don't just buy products—they buy into leaders, missions, and values. Your personal brand is how you carry yourself, what you stand for, and how people experience you before they ever touch your product or service.

1.1 The Face of the Business

As a business owner, you are your brand. Customers, employees, and investors don't just look at what you're selling—they look at who's selling it. If you're not out there building relationships, telling your story, and showing passion for what you do, you're leaving money on the table.

1.2 Trust is Built on Visibility

No one trusts a leader they never see. A CEO who hides behind a logo isn't building a brand—they're just running a company. Trust comes from showing up, sharing your journey, and proving that you believe in what you do. That's why I make it a point to wear my brand-like a uniform and talk about my mission every chance I get.

Chapter 2: Your Company Brand is More Than a Logo

A strong company brand isn't just a visual identity—it's a mission, a culture, and an experience. If your company doesn't stand for something, it will blend into the background and be forgotten.

2.1 Branding is Storytelling

The best brands don't just sell—they tell a story. Look at companies like Reb Bull, YETI, or Grunt Style. People don't just buy their products—they buy into the lifestyle, the history, and the meaning behind them. When we transitioned from Crayons Ready-to-Eat to MilTreats, we made sure our brand kept telling a story that mattered to our customers.

2.2 Culture Defines Your Brand

Branding isn't just external—it's internal too. The culture of your company defines how people experience your brand. Whether it's how employees talk about your company, how customers are treated, or how you interact with your community, your culture is your brand.

Chapter 3: The Power of Wearing Your Brand

You wouldn't expect a Marine to show up to formation out of uniform, right? The same goes for business. If you don't rep your own brand, why should anyone else?

3.1 Visibility Creates Opportunity

Every time you wear your brand, post about it, or talk about it, you're creating awareness. Whether you're at an event, on social media, or just out in public, you never know who might see it and want to learn more.

3.2 Leadership is Showing Up

Your team looks to you. Your customers look to you. If you're not showing up as the face of your brand, you're missing a massive opportunity to build loyalty and credibility.

Chapter 4: Overcoming Challenges and Evolving Your Brand

Business isn't easy. You will face setbacks. What separates successful brands from those that fail is the ability to improvise, adapt, and overcome.

4.1 Growth Requires Change

We outgrew our original manufacturer and distribution facility. Instead of panicking, we pivoted. Branding is about being flexible and adjusting to challenges without losing your mission.

4.2 Crisis Builds Character

How you handle challenges defines your brand. When things go wrong, people watch how you respond. Do you own your mistakes, adapt, and come back stronger? Or do you disappear when the going gets tough?

Chapter 5: The CEO Sets the Tone

If you want people to back your brand, you need to own it. Wear it. Live it. Be it. Leadership isn't about sitting in an office—it's about getting in the trenches and leading from the front.

5.1 The Brand Starts with You

If you don't believe in what you're building, no one else will. A company without a strong leader will never have a strong brand. It starts with you.

5.2 Are You Running a Business or Leading a Movement?

The best brands aren't just businesses—they're movements. If you want to build something that lasts, you must be more than just a CEO. You must be a leader people can rally behind.

Conclusion: Own Your Brand, Own Your Future

Branding isn't just about marketing. It's about identity, trust, and leadership. Whether it's your personal brand or your company brand, the principles are the same:

- Be visible.
- Tell your story.
- Stand for something.
- Lead from the front.

Your brand is your reputation. It's the uniform you wear in business. So own it.

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Author Bio:

Frank Manteau is a Single Father of 2 adult children and a New Grandpa. He is a Provider, Protector, Creator, & a Connector. He is a Marine Corps veteran, serial entrepreneur, and branding expert. He is the CEO and co-founder of MilTreats, Inc., a military-inspired brand known for its innovative approach to storytelling through products. Frank's entrepreneurial journey began with Crayons Ready-to-Eat, which he transformed into a full-scale brand with a mission to educate, connect, and entertain. As a mentor for Warrior Rising, he helps veterans and military families build start-up businesses Learn more at these resources:

Author Website & Social Media:

- Website: www.frankmanteau.com
- LinkedIn: [linkedin.com/in/frankmanteau](https://www.linkedin.com/in/frankmanteau)
- Instagram: [@frankmanteau](https://www.instagram.com/frankmanteau)
- Facebook: [facebook.com/frankmanteau](https://www.facebook.com/frankmanteau)