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Creator founders / Product photos / "luxury"

Welcome to the second edition of The Juice.

This week we're talking why content creation is the most powerful skill anyone can have, creative product photography, and more.

Enjoy!



Content is power

Every day it's becoming more and more clear that the best way to build a brand online is to create content as a person rather than a brand. Examples like Nick Bare and BPN, or Strawberry Milk Mob dominate because viewers are drawn to the people and the characters in the content.

This means two things.

First, brand social accounts are dead. Social media is starting to feel like a QVC death scroll with the bombardment of ads, brand collabs, and TikTok shop videos. Viewers are less interested in being advertised to again, and would rather follow a person they can connect with.

But it also means building a successful business becomes a lot more streamlined for the people who are able to build an audience for themselves.

The formula is simple. Build an audience, create a product/service for your audience, make content around the building of your company. Boom, you have a successful business.

It's obviously easier said than done, but it's a skill absolutely worth developing for anyone hoping to bootstrap a business.

I do have one concern with this model however, and that is the possibility of the business relying too much on that sole creator, making an exit difficult.

This is why it's important as brands hire, they try to work the new personnel into the social media lore and create an ongoing story that doesn't rely on one person. This is exactly what makes Barstool Sports work so well.

My challenge to you would be to start creating, literally anything. It could be a blog, TikTok videos, YouTube videos, anything. Content is so powerful, you'd be foolish to not give it a try.



Leveled-up product photography

When taking product photos for social or a website you can always go with the classic product in front of a white background. It's safe, straight forward, and gets the job done. But it's also super boring.

Product photos are a great place for a brand to stand out and flex its creative muscle.

[Cosmos](#) is a resource I've become a big fan of lately to find inspiration. Just on the main page of the site there's tons of great photos and the site makes storing them super easy.

For MAKO__LAB I'm a big fan of blurry, off-centered photos, almost like a leak the public isn't supposed to see.

The Instagram page [sample____research](#) is a great collection of these types of images from the world's top fashion designers.

Obviously these images were never meant to be posted online, but when people see them online, they feel a different level of connection to the brand and their process. It's the same idea I've had with the MAKO__LAB socials.

I posted some concepts I put together on the [MAKO__LAB Instagram](#).



Stop calling your brand “luxury”

The minute a brand calls itself luxury, it's immediately not luxury. This is an issue I see over and over again with other small candle brands.

Luxury is not a name a brand can assign to itself. It's an idea that is built with dedication and storytelling. A brand claiming to be luxury is as far from luxurious as you can get.

If you look at any actual luxury brand, they never use the word “luxury” anywhere. All their copy is about dedication to craftsmanship, design, and the history of the brand.



Thanks for reading,
Lukas

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