



Your Webinar Workbook

How to take a quantum leap and transform your business into an influential brand...

...your customers will love and can't live without and make the competition irrelevant in less than 90 days.



Take a quantum leap...

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This PDF is interactive!

**Download, open in Acrobat
and type in your answers.**

Thankyou :-)





Take a quantum leap...

Introduction

Your brand is the foundation for all your other marketing efforts. It's part of your customers' very first experience of your brand—and likely, every experience thereafter. It's the verbal trigger that conjures up your brand in your customers' minds. When customers see or hear your brand name for the first time, the associations and reactions they have will start to define your brand in their minds, for better or worse.

Establishing a meaningful brand with a clear point-of-difference can go a long way toward:

- differentiating your brand from your competitors
- positioning your brand as the solution for a customer's need or desire
- piquing their curiosity and interest
- helping your customers remember your brand

In my webinar, **"Take a quantum leap... a proven method for transforming your business into the one you've always dreamt of, making the competition irrelevant forever in under 90 days"** I introduce you to the concept of strategic planning. In 45 minutes you will discover;

- Exactly what a Brand Strategy is and how it helps great businesses transform into amazing brands.
- A formula for finding that illusive point-of-difference - the holy grail of marketing.
- The key for kickstarting your leap from running a business to growing a genuine brand.

On the following pages you will find an overview of Brand Strategy followed by two exercises. For you to apply the strategic planning concepts to your business, I recommend you make notes during the webinar and come back to the workbook when the webinar finishes to do your brainstorming.

I'm looking forward to seeing you on the Webinar.

Peter Engelhardt



"Whether you're an entrepreneur or marketer struggling to stand out in today's crowded marketplace, the insights you will gain in my webinar will help you find your awesomeness, so your customers can too."

Peter Engelhardt - Brand strategist, author and international presenter.



Take a quantum leap...

So what exactly is a brand strategy?

For many SMBs, Brand Strategy is still a misunderstood discipline. For many founders it's a vague principle associated with a marketing discipline. Brand Strategy is not branding, is not marketing, or advertising.

So what is it? Well... brand strategy is the rudder that steers your ship. Brand strategy sets the direction of how your business will attract customers by answering the question **"Why prospects should buy from you and not your competition"** advancing your overall appeal in the marketplace.

Your brand, and customers both win through implementing a strategic plan that progressively adds value to each other. Ideally your brand represents a promise so valuable it becomes the "one and only choice" to customers who won't settle for a substitute.

As brand strategy becomes essential for 21st century marketplace success, forward thinking business leaders are elevating its role within their organisations.

It's a more sacred process defining who, what and why your organisation or product exists in the first place, far beyond money making.

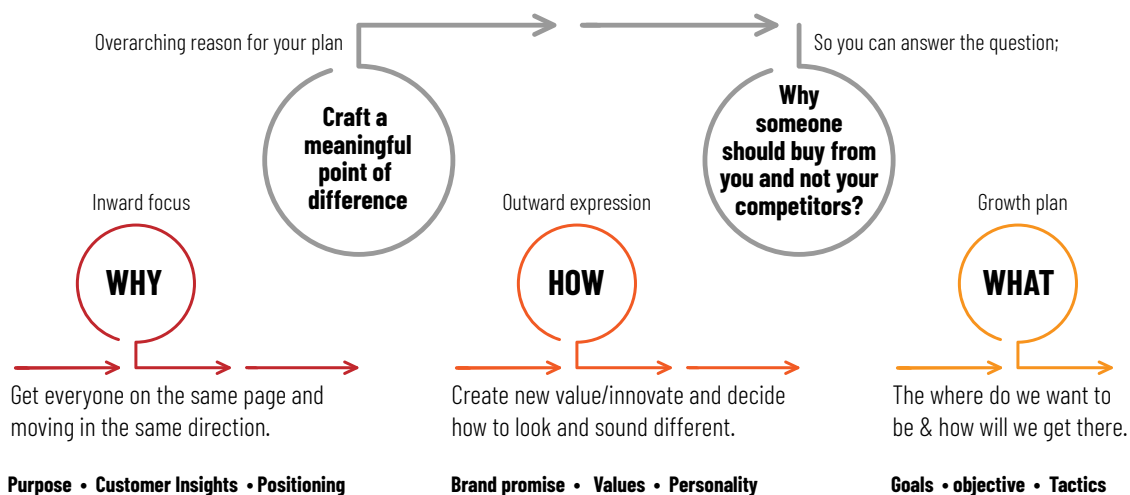
So here's what your brand strategy should include.

First, it's based on shared values. Your strategy is focused on delivering new forms of value rather than competing for the value already created by competitors or expected in your industry.

Your brand strategy will propose new and unexpected meanings. Your brand strategy will deliver a new customer context, a new vision of what customers can be, and do-exclusively through your brand. The goal of your strategy is to make your brand a springboard for the customer's greater experience. It co-creates with customers. Brand strategy is an open platform where customers are collaborators in the process of value creation.

It's disciplined act of creating your culture. Your brand strategy informs and creates an internal growth culture, initiative and discovery designed as an organising principle that elevates the quality of your presence in the market and elevates the customer to richer life experiences.

And finally, brand strategy is internally focused. It informs everyone within your organisation why it exists and matters to people, what values you share, what markets you serve, what products you innovate/bring to market and what processes you use, and what experiences you create for customers, that they can't love and can't live without. Without first building a strategic foundation for your brand your marketing team will have nothing to go on.





Take a quantum leap...

EXERCISE 1: A formula for finding that illusive point-of-difference - the holy grail of marketing.

In business it pays to be different, but when you're selling the same products or services as everyone else in your industry, it can be hard to find a way to differentiate yourself that doesn't include competing on price. Use the following four step formula to see if you can define a meaningful point of difference.

The unearthing your Point of Difference formula:

- Target market** - simply state who your target market is.
- Frame of reference** - this is what you do - industrial cleaner, software developer, Lawyer etc.
- Point of difference** - you must be different from the competition in one or more dimensions that is meaningful to customers.
- Reason to believe** - the justification for your point of difference - a patent, your unique qualifications, a process you have developed or a statistic.

Example:

For busy moms who don't want to cook Brand XXX is a on-demand, in-home chef service that provides healthy meals created by Australia's leading nutritionists.

Target market

Busy mums who don't want to cook

Frame of Reference

On-demand in-house chef service

Point of difference

Healthy meals

Reason to believe

Created by a Australia's leading nutritionists

2: Brainstorming - Define a meaningful point of difference.

Now start to work on your point of difference. Note that something might have to change within your business to create a meaningful point of difference. It might be a small pivot or it might be a complete innovation within your industry.

Remember it must be meaningful to your target market.

Target market

Frame of reference

Point of difference

Reason to believe



Take a quantum leap...

EXERCISE 2: The key for kickstarting your leap from running a business to growing a genuine brand.

Every brand makes a promise. But in a marketplace in which consumer confidence is low and budgetary vigilance is high, it's not just making a promise that separates one brand from another, but having a defining Purpose. If you think about the brands that have iconic status, like Nike and Apple, it's their Purpose that resonates so deeply with us. It's because of what they stand for that they are able to stand apart.

There are also very sound economic reasons why your business should lead with Purpose. In a famous six-year project, James Collins and Jerry Porras from Stanford University studied eighteen exceptional and enduring companies. They discovered that Purpose driven companies have outperformed competitors by a factor of 12 on the stock market since 1925, which is solid proof that a primary driver for building a successful and enduring company is the ability to nurture a clear Purpose.

Your Purpose, written as a statement articulates why you do what you do, why your business exists, what higher cause you serve. One of the first pieces of your brand DNA, it:

- Tells everyone how you want to influence the world
- Comes from your beliefs, values, passion and drive
- Brings focus to many business activities
- Guides all strategies, goals and actions
- Helps to create a strong, committed team
- Empowers your employees to make decisions
- Helps you to establish a culture-driven business
- Is the first step towards differentiation, and arguably more important than any business goals you have
- Is the reason why you get out of bed each day to work on your business.

Brainstorming - Unearth your Brand Purpose using a two step framework.

ONE: What is the problem you see in your industry? What hasn't changed, what don't people understand, what could be done much better, who has too much control?

TWO: How do you intend to fix it? Frame this around the benefit the customer is going to get.



Think, Act & Grow like a Brand