



Your Webinar Workbook

The 3 things businesses drowning in the sea of sameness must do now...

...to create killer marketing, gain more raving customers, and make the competition irrelevant in less than 90 days.



How to stop drowning in the sea of sameness...

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This PDF is interactive!

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

Thankyou :-)





How to stop drowning in the sea of sameness...

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, **"The 3 things businesses drowning in the sea of sameness must do now to create killer marketing, gain more raving customers, and make the competition irrelevant in less than 90 days."** I introduce you to three overarching strategic planning concepts that will help you;

- Create consistently high converting marketing.
- Make your competition irrelevant and skyrocket your sales
- Attract and loyal customers who will rave about you.

On the following pages you will find the details I cover in these three exercises. For you to apply the concepts I will be talking about 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.



How to stop drowning in the sea of sameness...

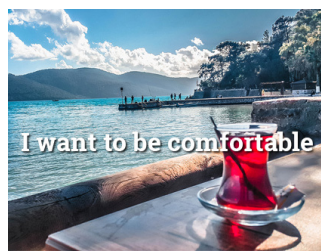
EXERCISE 1: The secret to consistently high converting marketing

Choose your brand's emotional mood state

Think about what you deliver to your customer at an emotional level? From the following eight **Emotional Mood States**, which one does your buyer hope to feel after interacting with your brand? Your brand needs to own and strongly link to one of them, whether you are in a B2C or B2B environment. This is because, despite attempts to make purely rational decisions, all people are primarily driven by emotional motivations.



Alive, interested, excited



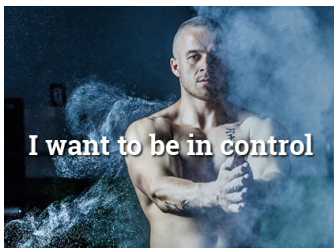
Nurtured, compassion, easy-going



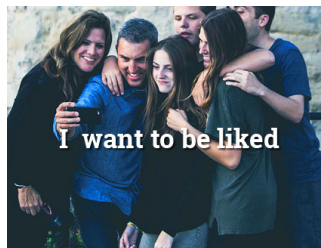
Smarter, informed, wisdom



Successful, motivated, inspired



Reliable, respect, safe, trusted



Friendly, intimate, happy



Down-to-earth, relaxed, honest, real



Popular, cool, playful, trendy

2: Brainstorming - what intangible outcome, social gain or positive emotion do you think your brand should own.

Once you've chosen an **Emotional Mood State** start brainstorming to see if you can further define the intangible outcome, social gain or positive emotion you think your brand should own. Then talk to your marketing company or designers to get feedback. Ask them to develop your next marketing piece with your "mood state" in mind - Goodluck.

Note: It's a great idea to use a Thesaurus or WordHipp for this exercise.



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EXERCISE 2: A formula for making your competition irrelevant

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



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EXERCISE 3: The key to true customer loyalty

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