

WWW.BRANDSECRETS.COM

ACTION GUIDE

YOUR BRILLIANT BRAND

How To Attract And Keep Loyal Customers

WITH JON WARD



JON WARD'S
**BRAND
SECRETS**

Course Purpose

If you have a business, you have a brand. It may be strong or weak, memorable or forgettable, profitable or costly, You have a brand because people have an instantaneous response to your company or product name — and that response is what a brand is.

The art of branding is to influence the “gut feel” people have about your business. That’s why branding is the key to lasting sales success. When people make a decision to buy, they are more driven by emotions and impressions than they are by a formal list of product benefits.

This course reveals the secrets of creating a powerful brand for any kind of business, of any size. It is based on decades of successful brand consulting for countless companies in the US and worldwide.

Branding is fun, and when you know how to do it right, you’ll experience a whole new level of confidence and success in your business.

Enjoy!

Course Contents

Your Brilliant Brand: Action Guide	4
<i>Personal Outcomes.....</i>	<i>4</i>
<i>Module 1: What Is A Brand, Anyway?.....</i>	<i>5</i>
<i>Module 2: The Brand Triangle.....</i>	<i>7</i>
<i>Module 3: Your Singular Idea.....</i>	<i>10</i>
<i>Module 4: The Flesh Of The Peach.....</i>	<i>13</i>
<i>Module 5: The Brand In Action.....</i>	<i>17</i>
<i>Module 6: The Brand Online.....</i>	<i>20</i>

Your Brilliant Brand: Action Guide

Personal Outcomes

My outcomes for this course are:

Module 1: What Is A Brand, Anyway?

Action Steps

1.1 Go Shopping

Branding is all about the decision to buy. Successful branding depends on how well you understand the way this decision is made, and the best way to study that is to observe yourself.

Choose an affordable product to purchase, preferably one that has some fun or emotional interest for you. Be sure to select one where you can get effectively the same product from different brands — for example, a pair of jeans or a can of beer.

You'll get more impact from the exercise if you actually complete a purchase, but it's OK if you don't.

Now go online or go to a store, and notice how you choose between different brands. Notice the very subtle changes in feeling you have as you shift your attention from brand to brand. Make brief notes of what you observe. All your observations are helpful at this stage, because you are getting in the habit of becoming a “conscious consumer”.

1.2 Count The Messages

Pick an hour when you are out and about in the real world, or the Internet, and count the number of marketing messages that come your way. Notice how you find ways to blank them out.

1.3 Module Review

Key learning points

Questions arising

How this applies to me / my business

Module 2: The Brand Triangle

Action Steps

2.1 Compose A Questionnaire

It's essential to get into the practice of asking customers and prospects what is important to them. This is NOT about getting feedback on your product or service, valuable though that is. Create a short questionnaire tailored to your business that addresses these main areas:

- *Customer needs / desires (in this area of life or business)*
- *Customer concerns or anxieties*
- *Previous attempts to solve the problem*

Test out your survey with a small sample of prospects or customers. You might use an online survey tool, like the very simple and low-cost [SurveyMonkey](#).

2.2 Write A Simple Product Profile

Create a “snapshot” of your product or service from a branding point of view. Using just a few short phrases, complete this table:

Key Product Benefits

Key Product Features

Key Product Qualities

2.3 Collect Competitor Brand Ideas

Visit the websites of your closest competitors. Note the most commonly used words, the key brand messages and where possible the “Big Idea” of the brand.

Competitor	Keywords	Brand Messages	Big Idea

2.4 Module Review

Key learning points

Questions arising

How this applies to me / my business

“Do it for me!” – where I may need help

Module 3: Your Singular Idea

Action Steps

3.1 Create Your Singular Idea

You derive your *Singular Idea* from *THREE* sources, represented by the three sides of the brand triangle:

- *Your customers' and prospects' primary needs and concerns*
- *Your product profile*
- *The gaps in your competitors' branding*

Of these, the most important is the first — your customers' motivations. Do NOT try to derive your Singular Idea from the product alone. Work with all three sides of the brand triangle.

Looking at your research on these three dimensions, make a list of possible Singular Ideas, each one having no more than three words:

Choose the best (or create a new composite) based on the three criteria you have learned:

1. *Of vital interest to your brand audience*
2. *True to your product*
3. *Unique in your market*

Remember the Singular Idea is not a slogan (though it may become one). It is the “hidden engine” of your brand. Write it down.

Our Singular Idea is: _____

3.2 Module Review

Key learning points

Questions arising

How this applies to me / my business

“Do it for me!”— where I may need help

Module 4: The Flesh Of The Peach

Action Steps

4.1 Craft Your Brand Promise

Compose a short statement of your brand promise. It should meet these criteria:

- *A benefit that customers will always receive from your brand*
- *Broad enough to be applicable to all your brand offerings*
- *Specific enough to distinguish you from the competition*
- *Of obvious value and importance to customers*
- *Simple enough to understand in a heartbeat*
- *A promise you can and will consistently deliver on, time and again*

Keep it BRIEF!

Our brand promise:

4.2 Define Your Brand Personality

Select no more than *FOUR* terms to define your brand personality. Use these lists to get you thinking, but feel free to add to them:

<p>Secure</p> <p>Stable</p> <p>Reliable</p> <p>Truthful</p> <p>Conservative</p> <p>Real</p> <p>Down-to-earth</p> <p>Safe</p> <p>Reassuring</p> <p>Expert</p> <p>Wise</p>	<p>Beautiful</p> <p>Intelligent</p> <p>Smart</p> <p>Articulate</p> <p>Creative</p> <p>Original</p> <p>Aesthetic</p> <p>Elegant</p> <p>Stylish</p> <p>Cool</p> <p>Chic</p>
<p>Compassionate</p> <p>Giving</p> <p>Warm</p> <p>Attentive</p> <p>Friendly</p> <p>Caring</p> <p>Thoughtful</p> <p>Inspiring</p> <p>Empowering</p> <p>Progressive</p> <p>Innovative</p> <p>Empowering</p>	<p>Exciting</p> <p>Fun</p> <p>Playful</p> <p>Novel</p> <p>Adventurous</p> <p>Outrageous</p> <p>Wild</p> <p>Fiery</p> <p>Pleasurable</p> <p>Sexy</p> <p>Luxurious</p> <p>Decadent</p>

Our brand personality:

4.3 Write Your Brand Story

Create a brand story based on the elements you have learned. Feel free to adapt these to suit your brand. Keep your story BRIEF.

- *Who we are*
- *Why we started this (the need we saw)*
- *A challenges we overcame*
- *Our success today*
- *How our clients/customers have benefited*

You can of course vary this format to suit your particular business.

4.4 Identify Your Brand Antithesis

Your brand antithesis is not (necessarily) your biggest company. It is the opposite of everything your brand stands for. It could be:

- *A company*
- *A person*
- *A behavior*
- *An attitude*
- *A value or belief*

Our brand antithesis is:

4.5 Module Review

Key learning points

Questions arising

How this applies to me / my business

“Do it for me!”— where I may need help

Module 5: The Brand In Action

Action Steps

5.1 Write A Brand Design Brief

Create a design brief for yourself or your creative team, based on this structure:

DESIGN BRIEF

Our brand name is:

Our Singular Idea is:

Our brand promise is:

Our brand personality is:

Our brand antithesis is:

Our logo should make our name memorable, reinforce our brand personality, and set us apart from our competitors.

Colors and typestyle should create this kind of feeling:

Our tagline should be true to our Singular Idea and our brand personality.

5.2 Appoint a Brand Guardian

Our Brand Guardian is: _____

The Brand Guardian is responsible for looking at every way that our brand is visible to the market, including:

- *Our product*
- *Packaging design*
- *Customer experience*
- *Web site*
- *Marketing communications*
- *Every interface of the company with the outside world*

The Brand Guardian will conduct a review of the brand every _____ weeks.

5.3 Module Review

Key learning points

Questions arising

How this applies to me / my business

“Do it for me!”— where I may need help

Module 6: The Brand Online

Action Steps

6.1 Review Your Brand (1): Website

Take a look at your website and check it for these criteria:

Is the brand...

Of vital importance to the brand audience? _____
True to the product? _____
Unique in its market? _____

Does the brand have...

A clear, powerful Singular Idea? _____
An appropriate brand personality? _____

Does the brand achieve...

Instant clarity? _____
Instant targeting? _____
Instant relevance? _____

If you don't have a website of your own yet, apply this checklist to a competitor's site.

6.2 Review Your Brand (2): Blog

Take a look at your blog and check it for these criteria:

Is the brand...

Of vital importance to the brand audience? _____
True to the product? _____
Unique in its market? _____

Does the brand have...

A clear, powerful Singular Idea? _____
An appropriate brand personality? _____

Does the brand achieve...

Instant clarity? _____
Instant targeting? _____
Instant relevance? _____

If you don't have a blog of your own yet, apply this checklist to a competitor's blog.

6.3 Review Your Brand (3): Social Networks

Take a look at your profile on a business social network, and check it for these criteria:

Is the brand...

Of vital importance to the brand audience? _____
True to the product? _____
Unique in its market? _____

Does the brand have...

A clear, powerful Singular Idea? _____
An appropriate brand personality? _____

Does the brand achieve...

Instant clarity? _____
Instant targeting? _____
Instant relevance? _____

If you don't have a profile of your own yet, apply this checklist to a competitor's profile.

6.8 Module Review

Key learning points

Questions arising

How this applies to me / my business

“Do it for me!”— where I may need help
