

ARE YOU GETTING YOUR BRAND'S WORTH?

Tools and Worksheets

for

VISTAGE

members

attending

Matt Lauth's 11/13/19 group meeting



The best way to start gauging if you're getting your brand's worth.

Send this email to all your employees at 9:00am, with all their responses due back to you promptly at 9:05am:

Why should someone want our product or service instead of our competitors' product or service?

Why should they believe our claims?

How do we make their life better?

What makes us more different/unique than our competitors?

What is our purpose for being?

Do all their responses match each other? That's good! That's what good brand does: unites all in beliefs, practices and purpose.

Or are you getting back a mishmash? That's concerning ... if there is no consistency of belief, it means a lack of focus. You're not getting your brand's worth.

And don't forget the people who can truly see you for what you are: your current customers. Invite them to lunch (one on one) or survey via internet, and ask them:

Why do you choose our products/service?

What do we do better than anybody?

Is our mission statement accurate?

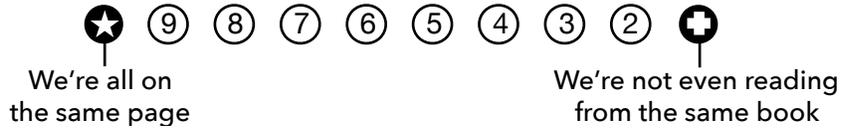
How do we make your life better?

What are we missing?

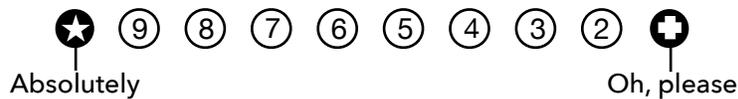
Gut Check Guide

One through ten: what rank does your initial gut reaction give for each question below?

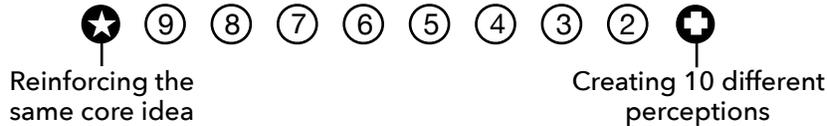
Once I get the response back from my employees, I'm confident it will demonstrate:



Does the purpose of your brand inspire your people into action?



If I have 10 sales people, I know they are out there:



My website, advertising, social, brochures ... everything conveys a consistent look and feel:



On a consistent basis, my brand messaging is:



How distinctive is your brand?



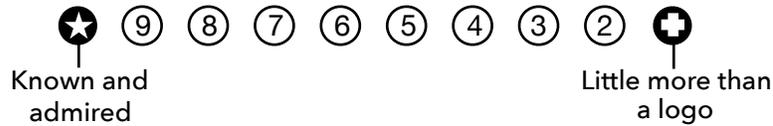
Would your customers go to bat for your brand? Do they feel it's worth arguing for?



If my company was no longer able to provide our product or service, our customers would:



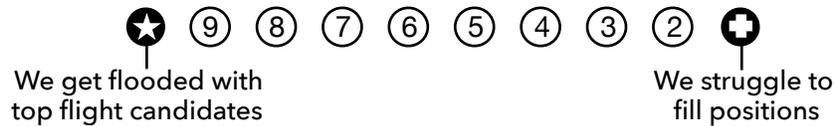
Within my industry, my brand is:



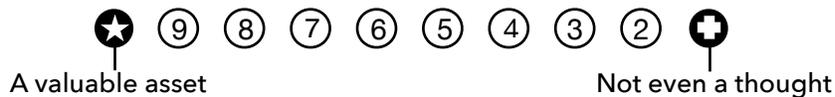
Compared to what my competitors can do, my brand allows me to charge:



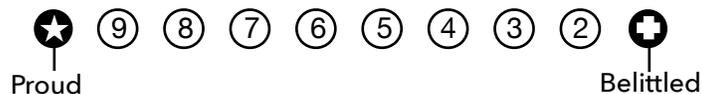
When we need to hire:



"If I were to sell my company, next to all the physical property and patents, my brand would be:



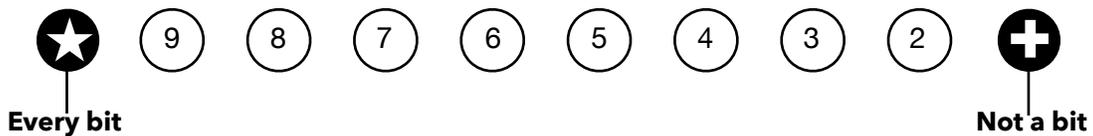
"The way people view my brand makes me feel:



Now, add up all your Gut Check scores

Then, divide by the number of questions you answered, and indicate your average score in the Gut Check final ranking below:

ARE YOU GETTING YOUR BRAND'S WORTH?



A strong brand results in:

Better hires | More motivated employees | Fiercely loyal customers | A 'shortcut' to purchase decision
Improved margins on every sale | Retaining perceived value in pressured markets | A higher profit at exit
Personal pride and satisfaction

Poke around your brand.

On the following pages, there are several different exercises that will get you thinking about your brand from various directions and viewpoints (your customer's viewpoint being the most important).

Use one or as many of these tools as you wish to start taking a fresh, honest, blunt look at your brand and begin revealing new insights and human truisms you can use to reveal the essence of your brand and why it matters.

Make notes, jot down thoughts, evolve notions, cross-out, erase, recommit, get messy, go deeper with your thinking, keep forging forward, clarify, clarify, clarify ...

Use one or as many of these tools to help you complete the **Brand Model** on the last page. Your goal is to arrive at highly-focused answers about who your primary customer is, what their key rational/emotional need is, how your value proposition meets that need, the tangible proof supporting your value proposition, and the qualities describing your brand's personality ...

... then, take that into consideration as you work to reveal the very essence of your brand in just 1-3 words.

What is your favorite part of your brand?

Circle one. Then, put a checkmark next to the one you *almost* circled.

How it looks

What it says

How it says it

How it feels

In a word ...

Potent. Powerful. The pinnacle of positioning. Not easy. Maybe impossible.
But always worth the try...

The one word that describes { your brand } is:

Which is how { your brand } helps us all defeat this common foe:

Which then leads us to / allows us to / provides us with:

Real Life Example:

The one word that describes Apple is: **SIMPLE**

Which is how Apple helps us all defeat this common foe: **FRUSTRATION**

Which then leads us to / allows us to / provides us with: **SELF EXPRESSION**

Tough questions to tackle with the truth.

If every brand genuinely believes in 'always exceeding expectations' then that noble quality simply becomes price of entry. Is there a particular value you exude/practice/live that your competition does not? And does it truly provide any value to your customer?

What are your business's values?

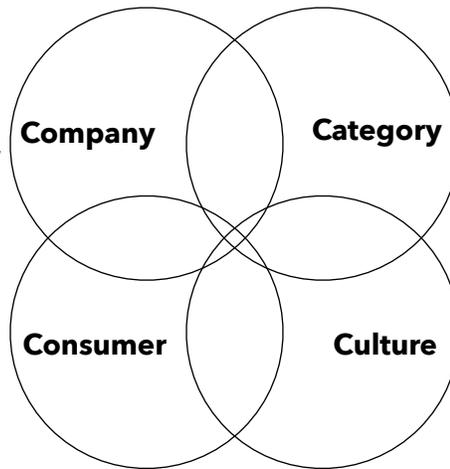
What values do your *competitors* have that you don't want to be associated with?

How do your values align with your customer's core need?

To find your brand, look everywhere

- Why are you doing this?
- What's our 'game changer'?

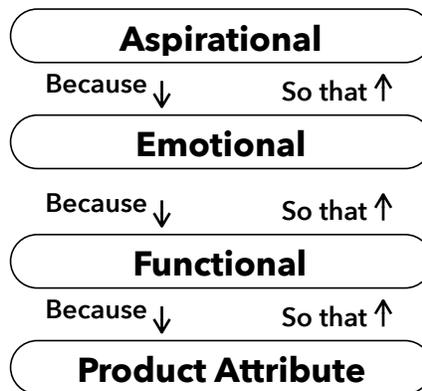
- Define your best segments
- How are you different or more worthy to them?
- What do they want that no one is delivering?



- Who stands out? Why?
- Are there other options (direct, indirect, outside)?
- What would competitors least like you to do or say?

- Who or what is the enemy?
- What tension can you exploit?
- What movement can you join?

What functional and emotional needs do you meet?



What is your value proposition?

"For _____{target}

who wants _____{need}

only (your Brand) _____{claim}

because _____{proof}"

CHECKLIST:

- >Does it differentiate your brand?
- >Does it identify your brand's unique value to your customers?
- >Does it produce a clear picture in your mind that's different from your competitors?
- >Is it focused on your core customers?
- >Is it memorable and motivating?
- >Is it easy to understand?
- >Is it difficult to copy?
- >Is it positioned for long-term success?
- >Can your brand own it?
- >Will it withstand counterattacks from your competitors?
- >Will it help you make more effective marketing and branding decisions?

Be honest, now.

Your ideal customer is right in front of you. He has been researching the kinds of products/services you sell. He's definitely in the market, just waiting for the right reason to buy from the right source. So, you look him in the eye and say ...

If you give me X amount of money, I *promise* I will give you

{ this product / service }

which will help you do / achieve / become

{ introduce benefits }

better than

{ other products / services / competitors }

because

{ why you're unique }

Brand Model

Like a campfire your team can gather around, a place where all the conversation and ideas and truths must be honed down to only the most pertinent.

Use as few and as focused word as possible while ...

