

Ep 14: 4 Reasons You Must Focus on Your Brand to Build a Successful Business

Secrets from big brands

- If you don't define your brand, no one will care.
 - 90% of decisions are emotionally-driven. No brand, no emotional connection.
 - You will disproportionately pay to get noticed.
 - With a lack of consistent messaging everyone will have a different version, so you will stand for nothing at all. This leads to an identity crisis.
- Brand automatically makes you customer-focused.
 - What do you you sell? More tangible mass is created when you answer with the emotional benefit your product/service delivers versus the product/service itself.
 - Creates more pull (versus push) creating stronger Brand-Love connections.
- Brand gives you a competitive advantage.
 - Creates differentiation beyond price which just relegates you a commodity.
 - Allows for a more objective assessment of competitive threats.
 - Helps you scale more quickly and effectively because decisions and choices are more informed. Ceates a foundation for expansion that allows you to take advantage of the power of the brand.
 - Success is more easily evaluated because the KPI's are more focused. You create tangible mass because all your marketing channels are connected via your brand elements.
- Assume networking is over.
 - Your network will change as life changes. It will expand and shrink. That's expected.
 - Consider extending your network into areas you may have future interest. For example, if you someday wish to have your own business, start networking with entrepreneurs.

Areas to address immediately are:

1. _____

2. _____

Action	Timing	Progress	Complete

