

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 without a brand.
 - With a lack of consistent messaging, everyone will have a different version of you. 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 giving customers a reason to choose you repeatedly.
 - 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.
- You escape the threat of becoming a commodity.
 - If you don't build your brand, you are competing on the least common denominators of price and time.
 - Commodities get squeezed and most eventually burst.

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete