

Ep 53: Building Brand Love: Getting More People to Choose You

Differentiating yourself to form an emotional connection

- Consider what you sell versus what your competition sells.
 - Start with this quick exercise. Write down what you/your business sells. Now, think about your competition. What would they say they sell and is this the same?
 - For most people the answer is yes because it's thought about from a commodity based stand-point. If you can cover up your name and insert your competition, you have a differentiation problem. Addressing this is the first step to building Brand-Love.
 - In purest form, Nike sells shoes and apparel, Disney sells entertainment, Chick-Fil-A sells chicken sandwiches. At a commodity level, these brands have many competitors who compete on price. Why are the above mentioned brands so coveted? Because they connect emotionally with their consumer.
 - Nike's "Just Do It" is more than a tag-line, it's a lifestyle. Other places can try and claim to be "The most magical place on earth", but where is the first place you think of? And there must be something in the chicken to create such a cult following for Chick-Fil-A in addition to their costumer service. These are all emotional connections that the brand solely and authentically owns. What is yours?
- Identify the emotional impact you intend to have on your client/consumer/customer.
 - This starts with understanding who your consumer is and what is really creating angst or tension. Then you have to uncover the emotional impact it is having on them. THAT is where you connect. THAT is what you sell.
 - Nike wants everyone to feel empowered and athletic, no matter their body, age, ability. The brand and everything that goes with it sells an empowering lifestyle.
- Define the proof points your client/consumer/customer needs to believe you and integrate them across your branding.
 - Now that you have uncovered the emotional connection that you alone can own, you need to determine what proof-points you need so they believe you. This could range from the way your brand/business looks and sounds to what it claims and promises to the style and tone it embraces.
 - Incorporate signals of performance, credibility, and reassurance into your visual branding.
 - Fine-tune your verbal toolkits/tone-of-voice/ message tracks etc. with specific words and tonality that trigger emotion.
 - Activate across all your marketing channels to ensure consistency and to fully leverage the power of your brand.
- Determine how you will best reach your client/consumer/customer to create an emotional connection.
 - We call these "Brand-Love" vehicles. It is what you create in order to reach your consumer with the right message, from the right person, at the right time, through the right channel. These are intentionally created to make sure your activation is consistently communicating what you sell.
 - Test- and- learn to optimize.
 - Become the basis for marketing campaigns and special promotions.

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete