



Brands that Sell

Workshop Agenda (half-day)

1. Brand reputation building- telling a different story

- How branding is a business strategy
- Identity vs. image, how they're different
- 7 most common brand identity mistakes
- What's involved in brand management

2. Leveraging the “e” factor

- Why most marketing is simply forgettable
- Appealing to the head and the heart
- Six stages every buyer must experience
- Exploring your prospects' hot “buttons” (*exercise*)

3. Giving your brand a position and personality

- What makes the best brands memorable?
- Avoiding the “me too” trap
- Brand positioning concepts (*exercise*)
- Introduction to 12 brand archetypes
- Crystallizing your market position and personality (*exercise*)

4. Creating your brand platform

- Purpose of a brand platform
- Components of a brand platform
- Building your unique brand platform (*exercise*)

5. Managing your brand identity

- How to build brand equity, and why it matters
- Defining touch points
- Tips for creating brand standards
- Rate your brand consistency (*exercise*)

6. Promoting your brand

- How marketing has changed
- Attraction vs. outreach methods
- Assessing your tactical options (*exercise*)

7. Wrap-up; brand and marketing “triage”

- Prioritizing your post-workshop to do's (*exercise*)

Optional power lunch

- Discuss marketing challenges in more detail over lunch
- Get to know other workshop participants

