

STAGE TWO OF THE BUSINESS PROFIT SYSTEM

Brand Brand Brand Bible

PART OF THE BRAND POWER™ PROGRAM

A step-by-step integral process to define and communicate the power for why customers should by from you.

The only business development system incorporating the Integral theory of Unified Conscious Development

CERTIFIED

Created and written by KIM CASTLE AND W. VITO MONTONE

DEVELOPING YOUR BRAND IS A JOURNEY!

Listen to what people who have experienced clarity all the way to the bank^M with us have to say...

"If I hadn't invested in developing my brand with Kim and Vito, I can honestly say that I would have half the income that I have today. What this means is that their smart branding process has doubled my sales because my customers where able to connect, feel comfortable and order my CDs and E-books with ease and trust. The BrandU process was a homerun for my business!"

—ARI GALPER, Unlock the Game Sydney Australia

"We often made losses... but always been lucky to achieve industry average 2.5% Net Profit. Just five months after bringing my business through your process... our May net profit is 19% and June is 23%! My team and I have not done anything different except go through your process. We've just worked hard through this process and somehow, miraculously, I have results 8 to 9 times industry average!! WOW!! THANK YOU BOTH!!"

> — PAUL BOOKER, Oops! Car Repair, Dorset, United Kingdom

"For years, my biggest blind spot was where I was standing. I had happy clients, but I couldn't articulate why. My services are complex, and it typically took months for clients to "get it." This frustration taught me patience, but then I saw Kim Castle present "There's a Brand Inside You." She cross-your-heart promised that with her Brand Power program, I could make new clients get it in seconds. I signed up. I worked hard every week, yet by week eleven, I still didn't have it. Then suddenly, everything came together-one of those miraculous births where something brand new seems somehow to have been there always. Now I am thrilled every time I stand up in front of a group and present my company name and tag line. People get it: they recognize my value and feel my passion. I can't thank you enough for this life-changing experience."

—SUSAN RAAB, Content Wheel, Carmel, California

"The BrandU process breathed new life into our look that spilled into our entire operation's attitude and perception of who we are, as well as all our relationships." — JOHN LEE, CEO,

Entertainment Business Group, Calabasas, CA

"I must confess, I was very skeptical at first based on the promise and extremely low cost. You truly exceeded my expectations. You're both unlike any other. Now knowing what changed in me and my business, I would have gladly paid \$16,000."

> —WILL PATTON, Motion Marketing, San Jose, CA

"Thank you for your amazing 4-day live Brand Power intensive seminar. What a great feeling it is to know what I have to do next—and I have a system to do it. I went in being skeptical and came out with razor sharp vision. On Sunday I flew home, on Monday I went through the entire process, step-by-step again, to make sure my entire business was on the right track, on Tuesday, I branded another product. I now have 3 solid products that I know will succeed in the marketplace. Thank you for your clarity, passion, and open hearts."

> ---RONDI HILLSTROM DAVIS, Co-author, Together: Creating Family Traditions, Dallas, TX

"After going through the BrandU process, we had our best income year ever in our business. We were able to buy and move to our dream home way ahead of schedule!"

> -ANN AND JIM SCARBOROUGH, Coldwell Banker, Santa Barbara, CA

"In just two weeks...my business grew 400%"

—JESSICA DUQUETTE, In Perfect Order, Topanga, CA

"BrandU shows you how big you really are!" — ANN CONVERY, Los Angeles, CA

"As a result of going through your branding process, I now have powerful communication tools for a confident launch of my brand new business. Without any doubt, you have saved me months of precious time that otherwise I would have frittered away on frustrating trial and error exercises. I whole heartedly recommend any entrepreneur to take this fascinating journey with Kim and Vito. They have masterfully crafted the ultimate branding system affordable to anyone."

—HANS NORDEN, Anticipated Outcome, Inc., San Diego, CA "Although we were highly successful as life and relationship coaches before going through BrandU, we were scattered in nearly every area of our business. We had so many different products... we even had three different business names. It was confusing! The BrandU branding process helped us to get clear about what was important to us and our business. The process is so simple and yet so powerful! It helped us get extremely clear. As a result of going through the process we now know what we are all about and are able to clearly articulate it."

--SUSIE AND OTTO COLLINS, Passionate Heart, Chillicothe, OH

"Thanks to BrandU's innovative process and expert guidance, I finally have a powerful brand in the marketplace. I've been in business for over 10 years and have never experienced any company that has the creative energy, strategic thinking and branding expertise that can truly capture the heart and spirit of what I do. My business brand finally speaks for itself and it is already creating an incredible buzz in the marketplace."

> —DEBBIE BERMONT, Source Communications, San Diego, CA

"BrandU should be required education for businesses and entrepreneurs. I gained more clarity in one day than I've gotten in any other course."

> —LORRIE MORGAN-FERRERO, Red Hot Copy, Van Nuys, CA

"What a wonderful gift Kim has of waking up your inner passion and presenting your gifts to the world. The Brand U process is a powerful way to establish your brand so your target audience can actually see you!"

"Every business owner should experience BrandU." —ILAN MANDEL, CEO Teract Technologies, Inc., Los Angeles, CA

"Wow! I'm not even through the entire process yet, but I want you to know that it is doubtful I would have finished starting up my dream business or that my business would be as successful as it will be without performing the BrandU process first."

New South Investment Group, Greenville, SC

"BrandU changed the way I perceive my business, my self-image and life."

—DEBORAH DERAS, Adrenline Addicts, Fairview Heights, CA "The BrandU process not only gave us a grand understanding of how to reach the target, we discovered how to communicate what our film was truly about. We cannot imagine shooting without completing the process first. We felt as though we were supported by an army of experts."

> - ERIC KLEIN, Film Producer, O'Hara/Klein, Hollywood, CA

"I've watched the process used more than once, and every time, not only was a deeper understanding of project gained by its team, the way into the marketplace was clearly forged. Audience and executives alike connected to it easier. Agency-quality materials were developed at a mere fraction of the normal cost."

> —J.A. MALLA, SVP, FilmMates Entertainment, Los Angeles, CA

"Thank you so much for the amazing journey. You have developed a branding process that produced extraordinary results for me and my company. I truly have the clarity and the foundation I skeptically had hoped for. Your team and your process are masterful. Miracle's occurred in this process. Thanks so much!"

> ---CHERYL SHEEHAN, President Divine Indulgence, Tacoma, WA

"Thank you very much for your insight and support. I never thought developing my brand, over the phone, would lead me to redirect my role within my business. It has brought quite a new light to the direction of my business. Oh, what a relief! I'm energized and committed again, and can see the light at the end of the tunnel. Thank you, thank you, thank you for your process and help."

> —SUZANNE LACROUX, Toronto, Canada

"The power and the extreme clarity I gained out the other side is absolutely incredible. I've been to so-called intensives before and they were anything but. Not yours! Your 4-day live Brand Power intensive really pushed me to learn who my business really is. The power and the extreme clarity I gained out the other side is absolutely incredible. Thanks to you, I'm never giving my business power away ever again. Thank you. Thank you. Thank you."

—KIM RHODES,

Home-based Business Advocate, Los Angeles, CA

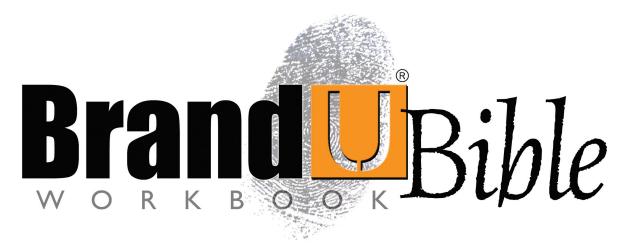
"BrandU gives you the tools you need to embark upon your marketing journey."

> —MERI ANNE BECK-WOODS, Odyssey Investments, Los Angeles, CA



PART OF THE BRAND POWER™ PROGRAM

SECOND EDITION



An Integral step-by-step process to gain the power of extreme clarity of why customers should buy from you.

> Created and Written by KIM CASTLE AND W. VITO MONTONE

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TABLE OF CONTENTS

Introduction	
Part One:Accessing Brand Power™	
Chapter One: What's Brand Got To Do With It	
Chapter Two: Fundamentals of BrandU [®] The Theory of Unified Conscious Development Transforming Limiting Thoughts and Unseen Resistance Unleashing Your Brand Power [™] What You Need Brand Power [™] Affirmations	22 23 24
Chapter Three: What Are You Branding Anyway? Bringing Your Power Path™ Forward Defining Your Perspective	
Chapter Four: Putting Yourself on the Line Letting Go of The End Making a Commitment	

Part Two: Brand Statement Process

What Is It34Guidelines for Answering the Questions35Starting Point37Four Dimensions, Four Questions, Four Paths to the Truth39Question One39Question Two42Question Three46
Starting Point
Four Dimensions, Four Questions, Four Paths to the Truth
Question One39Question Two42Question Three46
Question Two
Question Three
Question Four
Assembling Your Brand Statement52
Using Your Brand Statement

CONTINUED ON NEXT PAGE

TABLE OF CONTENTS

Part Three: CLIC[™] Process

Chapter Six: Getting Through the Noise and Standing Out	56
Chapter Seven: Character	
Who is Your Brand?	59
The Philosophy Behind Character	61
Character Types at Glance	63
Type Characteristics	64
Character-Defining Moment	65
Refining Your Character	66
Characteristically Speaking	67
Chapter Eight: Language	
The Power of Words	68
Two Forms of Your Language	69
Let Your Words Flow	71
To Speak or Not to Speak	77
Sorting Your Key Words	79
Defining & Prioritizing Your Key Words	81
Completing Your Key Words	
Using Your Key Words	87
Creating Magic with Walk Away Impressions	89
Sorting Your Walk Away Impressions	94
Defining & Prioritizing Your Walk Away Impressions	95
Using Your Walk Away Impressions	101
Chapter Nine: Image	
The Bright, Shiny Cherry	102
What Should A Good Logo Do?	
Logo Deconstruction	
Symbols:The Basis of Logos	104
Logo-a-Gogo	
Using Symbol and Logo-a-Gogo	
Chapter Ten: Color	
Buying Power	
The Meaning of Color	
Choosing Your Color	

TABLE OF CONTENTS

Part Four: Your Brand Promise

Chapter Eleven: Marketing Statement	
Making a Statement	126
Bringing Your Key Word Sentences Forward	127
Using Your Marketing Statement	132
Chapter Twelve: Your Name and Tagline	
Your Creative Puzzle	3 3
Naming Your Brand	134
Writing Your Tagline	137
Chapter Thirteen: The Experience	
A Brand is Born	4
Customer Touch Points	4
Applying Your Rules	144
Who Pays Attention to What	144

The Authors

Meet Kim Castle	164
Meet W.Vito Montone	165

Additional Support

Hiring a Designer	
Protecting Your Brand	
Additional Resources	
Additional Tools	
100% Guarantee	
Where Do You Go From Here?	
Brand Power [™] Challenge	

GOT VISION!

Big business today has often been built on an old model of business—productivity without authentic regard for the impact that business has on the world as a whole. Without regard for the impact the business has on each individual, customer, or employee who comes in contact with the business will not operate in a whole manner and in some capacity will fail—itself or the world around it.

Our world demands a change.

It's time for a paradigm shift in the conscious evolution of business. It's time to shift the way you operate in your own business. Time to bring YOU back into focus. It's time to put YOU back into the power seat of what you are creating and offering customers in the act of commerce.

Our goal is to take you there. As an entrepreneur you have the power to change the world. You have the power to create something out of nothing...to dream an idea and run all the way to the bank with it. You have the ability to act on belief, on knowing without the need of proof. It's time to operate with the power of extreme clarity.

No matter what size your business is right now, you have the biggest potential to impact the world. You're still connected to your vision. You're still connected to the impact you have on your customers. That's a powerful combination.

Our goal is to show you how to connect this power, anchor it to the core of your business, and create revenue from this place. Our hope is to show you the way to big-business communication now, even while your business is small, so that your business will grow up to be one of the big businesses of tomorrow. Yet, in this way it will remain connected to your impact, and then the way you do business will change...forever.

"The future creates the now." -Lasaris

Our vision is to help 1,000,000 entrepreneurs become successful and whole so that they can make a difference in the world.

Thank you for being one of them.

HERE'S TO YOU

This hands-on workbook is dedicated to all the aspiring and accomplished entrepreneurs world-wide who are creating a vital business to impact people's lives and are willing to do what it takes to reach their customers with laser precision.

They are the amazing people, modern-day alchemists turning their ideas into gold, who define the enterprising spirit and know in their hearts that their vision defines their reality. They are a conscious, self-sufficient, enlightened, and vital part of our society. You are at the helm of tomorrow.

NO BRAND IS AN ISLAND

First and foremost we wish to acknowledge the greater connection between us all that enables us to demonstrate our individual greatness and to participate in the abundance available to us every day. We thank our families, both nuclear and extended, and our closest friends who support and fuel us to use all of our abilities. We thank our extended creative and production teams, which span many disciplines as well as the globe.

We thank the thousands of businesses, small and large, who have let us guide them in their search for their brand over the past sixteen years and who helped give cause and shape to the journey on which you are about to embark.

Our thanks goes to Jody Tyree and Jenny Hontz, whose fingerprints were all over the first version of this workbook, as well as Carrie Miller and Athena Saratsiotis, who helped us grow it into the second version that you hold in your hands. We extend our sincerest gratitude to Chris Montone, whose heart, intelligence, and patience are vital to who we are and our ability to deliver it to you.

Our gratitude extends out to the following people we are proud to call partners, mentors, and friends, who propelled us in ways too numerous to list: Brad Antin, Michael Bernard Beckwith, Alexandria Brown, Jack Canfield, T. Harv Eker, Roger Hamilton, Mark Victor Hansen, Bill Harris, Paul Hoffman, Chris Huntley, Cynthia Kersey, and Melanie Anne Phillips.

And most importantly, we thank YOU for giving us this opportunity to share this process with you. We hope that you achieve all you desire with its guidance.

Look for these icons in the margins throughout this workbook to help you get more out of this process.



Look for this symbol throughout this book for helpful hints and *how to's* to make this process work even more powerfully for you.



It is important that you savor this step and don't rush.



You will get the most benefit from this lesson if you revisit your answers a day later before going on to the next step.



You're not alone! For additional support go to use the BRAND POVVER[™] Resource Data Disc to log onto the BRAND POVVER[™] Resource Center to access support via the Discussion Forum, download Power Tools and more resources.



For guided examples for each step of the process be sure to listen to your BRAND POWER™ Audio CDs.



These books can provide greater insight to the topic covered in this lesson. "People will forget what you say, people will forget what you do, but they will never forget how you made them feel." —Maya Angelou

BrandU[®] Business Profit System Stage Two:

INTRODUCTION

When it comes to your brand, you either create it or it happens by itself.

One way or another you are leaving something in the wake of your business. By holding this workbook in your hands, you have made the choice to create your brand with complete awareness.

By the very nature of choice you can operate every day with the joy of knowing you've created everything on purpose. The product you sell, the environment your team contributes to, the experience of your customer, and the cash flow that results are within your power—no one else's.

Congratulations! You are about to embark on a business development process like no other. The eight parts you are about to take are broken into thirteen lessons that will take you into the deeply personal connection of why your business IS unique to you and how to communicate that power in an instant so that customers buy from you again and again.

For more than sixteen years, we've been helping entrepreneurs and business owners just like you around the world communicate the idea of their business as an experience. We began simply by producing whatever communication tools they need, from logos to award-winning cutting-edge websites to television shows to a 3-D, live, virtual convention.

While the work we delivered was excellent and made our clients millions of dollars, it wasn't until we started teaching them the processes that we used on their behalf that their businesses started to explode very quickly.

The first process we share with you is:

Idea + Process + Action= Success

Every business starts with the idea: the dream of what it can provide people, what problems it can solve, and the rewards it could give the creator.

You define the process of your business by defining what you want your customer experience to be: from why your business exists, to how you communicate it, to what the customer experience is, what they walk away with, and the reason they come back to you again and again.

"If you can't describe what you are doing as a process, you don't know what you're doing." W. EDWARDS DEMING

The power to define that is already within you, waiting for you to put it into action.

"Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma, which is living with the results of other people's thinking. Don't let the noise of other's opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary."—Steve Jobs, Apple CEO

To make the most of the process you are about to embark on you need to possess two things at all times: imagination and belief.

imagination:

• the ability to form images and ideas in the mind, especially of things never seen or never experienced directly.

You will need to give yourself the space to define beyond your current experience in order to grow where you want to grow. To do that takes imagination. "Imagination's everything. It is the preview of life's coming attractions." —Albert Einstein

belief:

• the acceptance by the mind that something is true or real, often underpinned by an emotional or spiritual sense of certainty.

You have the ability to control all that is within the realm of your belief. It is the power behind every step you take.

This is the second edition of the BRANDU[®] BIBLE. We have learned so much from working with hundreds of entrepreneurs around the world since the first version of this workbook was published four years ago. Is it finally time to share this learning with you.

In this edition, you will find more information about the foundational philosophy behind our approach



as well as improved instructions on how to use your results with your team, as well as some minor changes in the languaging of the steps. This is especially evident in the second half of this process. For continuity, the words previously used in the

first edition of the BRANDU[®] BIBLE will be reflected in [brackets].

At the end of the BRAND POWER[™] program, if you address it fully, honestly, and thoroughly, you will:

- No longer communicate and make decisions through the fog of your business idea,
- Have a fail-proof method to developing materials, including your logo, business card, and a website that completely communicates the fullness of your business vision,

- Be confident that every view of your business that your potential customer sees is consistent, precise, and on target,
- Are ready to no longer compare yourself to any other business,
- Discover you have an endless source of passion rooted inside of you fully connected to your business so it is felt through all your materials, products, and services,
- Begin to joyfully live business success,
- And so much more.

It's important to remember at all times that what you put into this process is in direct proportion to what you will get out of it.

Get ready. The way you think about and communicate your business will never be the same again.

Is your business starved for customer attention? Are you challenged trying to get the word out about your business in a way that makes customers stop and pay attention to you? You're in the right place.

Welcome to Stage Two of the BrandU[®] Business Profit System called BRAND POWER[™].

You're an entrepreneur who's discovered the thrill of invention and the joy of business creation. Perhaps you are embarking on a new business venture or expanding on an old one. Whether you're an individual starting out in business, a sole practitioner growing your business, a seasoned business professional starting a new business, or an established business launching a new product or division, you have the power to achieve your business success—if you own it.



Accessing Brand Power

WHAT'S BRAND GOT TO DO WITH IT?

With POWER PATH[™], Stage One of the BrandU[®] Business Profit System, you have made the idea of your business solid by defining your vision, your condition, your form, and your focus—all of which has given you a profound sense of belief in your business.

At the end of the POWER PATH[™] process you received a dependable direction to take in order to create your own profit system.

Going through the BrandU[®] BRAND POWER[™] process will make you a master of your communication by defining the internal messaging of your business and the external tools to communicate your business to your customers and the world.

At the end of this process, you will operate your business with the power of extreme clarity and experience what we call *Clarity all the way to the bank*^T.

But first...for a moment, put yourself in the shoes of your potential customer.

They hear the name of your business. They see your logo. They come into contact with a person who



It is not necessary to go through stage one POVVER PATH[™] to complete stage two BRAND POVVER[™]. If you would like to find out more about this first stage visit: www.BrandU.com. represents your business (an employee, a sales rep, a customer service rep). What's the first thing that comes to their mind? What's the first association they make? That first association is often the last association.

It is your responsibility as the visionary of your brand to define what this impression is—from the very beginning. Your brand experience is what your customers believe and perceive about your business as they experience it. Brand your business successfully and your customers will know it, trust it, and return to buy it again and again and again.

Maybe you've come to Brand Power[™] caught up in a maze of marketing plans, trying to ensure they're effective and that you stand out in the crowd.

Maybe you're in the sea of brainstorming your business name and taglines.

Maybe you're working with a graphic designer on your logo or a web designer on your website and you've been unsuccessful in trying to communicate your business to them.

Or maybe you're at the very beginning of your business looking for a way to communicate it so that customers pay attention immediately.

Wherever you are, we suggest that you put these demands and expectations aside for the time being. File them away for just a while. Get them out of the way so that you have the space to really create a brand that is worthy of your efforts, without being limited to perceived notions or expectations at the start.

In order to name and dress your baby, you've got to create it. Before everything else, there's the brand.

Marketing works from the outside. It propagates the promise you make to your customers. Branding works from the inside. It's the parent of marketing and the essence that defines every aspect of your business, product, or service.

You have only three seconds or less to capture people's attention and make the right impression. Branding, when done right, ensures that you stand out from the crowd. Powerful communication increases the value of your business and the loyalty of your customers. It causes you to be top-of-mind in any industry segment.

In the whirlwind of the modern marketplace, branding stands for simplicity, clarity, and precision. It creates connection and stirs emotion—it sets the experience. It cuts through the noise of information and choice that is available to consumers today and creates the known experience they crave.

"You and I exist in an extraordinarily complicated stimulus environment, easily the most rapidly moving and complex that has existed on this planet. To deal with it, we need shortcuts." —Robert B. Cialdini, INFLUENCE:THE PSYCHOLOGY OF PERSUASION

BrandU[®] revolutionizes the process of brand creation by showing you how to conceive and control your business image and your customer's experience. It's an innovative and deeply personal approach that encourages you to discover the truth of what you do and embrace it with passion. If you engage fully in each step of the process you will come out the other end knowing that there is no other business like yours—even if they sell the same product or service. When you know why your business exists, you'll know how to communicate it.

"It is not slickness, polish, uniqueness, or cleverness that makes a brand a brand. It is truth." —Harry Beckwith, SELLING THE INVISIBLE

Take a moment to answer the following question:

Do you believe in your business idea and your worthiness of making it a brand?

If you find your answer is no or you feel some hesitancy in your response, you may find support in our brand-mindset book called BIG BUSINESS SUCCESS NO MATTER YOUR SIZE, or the success-habit building process in the book EVERY DAY COUNTS. For information please visit www.BrandU.com.

BRAND DEFINITIVE

Most entrepreneurs have heard of branding but they don't really know what branding is or why it even applies to them. Even so, in business today branding is a hot topic of business development and it is often misunderstood.

There are many people out there talking about branding. The problem is that every one of them is

talking about it as something different often from an isolated perspective of a brand.

It's confusing. Some experts talk about branding as if it is marketing and they create a marketing plan.

Some experts call it a personal brand, which in our big-business view gives a business owner an excuse to keep their business small. Today, if you want to experience market success you have "A brand exists

inside the mind of the prospect. It's the job of marketing (and its various tools) to establish the brand in the mind of the consumer."

AL RIES, RIES & RIES CONSULTING, BRAND & MARKETING EXPERTS

to make a personal connection—we call it making business deeply personal—but not so much that you limit your brand communication.

Some experts will call your name on a pen branding, which is really promotions.

So experts talk about branding from design —a logo, packaging, materials, or your website.

With all this going on, it's easy to see why it's so confusing. A brand is so much more. And this process will help you create what it is. What's Brand Got To Do With It?

When you look up the word brand in a dictionary you'll find:

brand:

- a name, usually a trademark, of a manufacturer, or the product identified by this name
- a distinctive type or kind of something
- a mark burned into the hide of a range animal to identify it as the property of a particular ranch, farm, or owner
- to make an indelible mark or impression on somebody or something

To provide you with clarity in your journey through this process, here is a definition for you to grow by:

• branding is the precise and pinpointed communication of your company, product, or service, the value it stands for, and the feeling your customer consistently gets from it.

Your brand isn't a logo, or a product, or a package. It isn't "seen" so much as experienced. It's defined by you and remembered in the hearts and minds of your customers.

You have the power to define what that experience is—in every way, shape, and form.

BRAND IN REVIEW

All countries and civilizations have used brands as marks of identification. Images of branding on Egyptian Tomb walls date back to 2000 B.C. Branding began with the marking of ownership of livestock. Later, when applied to products, brands attested to their authenticity and quality. In Greece, Babylon, and Rome, merchants used symbols to identify their professions. A row of hams depicted the butcher's trade, a cow for the dairyman, and a boot for the cobbler. Initially, these markings represented crafts rather than specific craftsmen.

Around 300 B.C. Roman merchants began using stamps on their goods to advertise themselves. Throughout the Middle Ages, illiteracy rather than commercialism encouraged the use of brands.

All that changed during the Industrial Revolution. Instead of buying products from a local seller, customers purchased goods without knowing the seller. Mass production of goods fueled development of brands as a way to distinguish products. At the turn of the 20th century, the rise of mass transportation, mass communication, and newspaper readership led to an unprecedented explosion of advertising.

At first, brands identified the geographic origin of the product, like California Fig Syrup. Soon, invented names grew common, including trademarked ones like Kleenex. One of the earliest modern brands, Coca-Cola, was created in 1886. Coca-Cola was forced to surrender "cola" as a generic term to other soda makers and pin its value just on the name Coke.

BRAND VALUE

A brand today may be a company's most valuable business asset because it enables a business to stand out in the marketplace and gives a definitive reason why customers should pay attention.

ARE YOU BRANDWORTHY?

If you have any doubt that you have the power to create your business as a brand, or of your brand-worthiness, you may want to read Big Business Success No Matter Your Size, or use the process in Every Day Counts both available at www.BrandU.com



According to a recent study by the branding agency, Interbrand, the street value of the Coca-Cola brand is worth about \$83.8 billion. And they devote an average of 22 percent of their revenue to furthering their brand.

Large advertising agencies can charge upwards of \$1 million to define a brand. The reason big business is willing to pay this ticket price is because a brand, when done well, can yield a higher return on this investment—many times over.

Today, brands promote lifestyles, politics, and even celebrities. Consumers are willing to pay more for brands they believe in. A strong brand lowers the cost of sales and promotions. Branding provides an immediate way to connect with your customers. It lends consistency to all your business communications. It sticks in the minds of consumers, inspires loyalty, and raises the reputation and market value of your business.

In the book WHY SOME IDEAS SURVIVE AND OTHERS DIE: MADE TO STICK authors Chip and Dan Heath state that sticky ideas of all kinds possess the same six traits: simplicity, unexpectedness, concreteness, credibility, emotion, and stories.

All these traits should be reflected in a brand; however, its true strength ultimately rests on its values and its emotional connection with its customers.

BRAND...YOU

Every big brand started small. In 1971, Starbucks started as a small coffee shop in Seattle. Two guys who didn't finish college built computers in their garage from parts of an Atari game console and started Apple Computers. A druggist with a single soda fountain started Coke. L'Oréal started in 1907 when its founder developed the first synthetic hair dye. He did everything from manufacturing products during the night, then selling them to hairdressers in the morning and delivering them in the afternoon. Congratulations. You now stand on the brink to such success. You are now at that starting point.

Where do you want to be five, ten, fifteen years from now? How do you get there from here?

Nothing has power unless you give it power. Whether your market covers the globe or your zip code, you have the ability to persuade your customers that you are their only choice. Find your power and they will come. The process you are about to embark on will show you how.

To begin, you need to take two steps forward. The first step is to think big. Imagine there are no limits to what your business can do.



As you go through your day today, think about the brands that speak to you and cause you to buy...then tell yourself why.

The second step is to use a system to communicate that vision to yourself, your employees, sales people, and most importantly—your potential customers.

Are you ready to get started?

Okay...let's grow!



BRANDU[®] FUNDAMENTALS

THE THEORY OF UNIFIED CONSCIOUS DEVELOPMENT

When you create a brand, you create a living entity. This entity, like all others, responds to the laws of nature and reflects its universal truths.

"An observant person sees things overlooked by others...A really good scientist—or a really good artist for that matter, anyone whose mind and soul are capable of some extension—sees what is going on, sees the patterns, and asks, "Why?"

"What are the underlying forces at work? How are those forces exerting themselves? How may we understand?" —Carl Safina, SONG FOR THE BLUE OCEAN

Only BrandU[®] derives its unique insight into business development and communication from the Theory of Unified Conscious Development[™] (UCD), an innovative Integral approach.



EVERYTHING

by Ken Wilber

UCD is the practical application of manifestation within the human experience. UCD acknowledges and advances the age-old truth that the body, mind, heart, and soul govern our existence to create the fifth element we all strive to unleash...flow. Many amazing and noted

scientists, theologians, and philosophers have acknowledged and applied their own labels to this Law of Four including ;Albert Einstein, Steven Covey, Ken Wilber, Richard Barrett, and Don Miguel Ruiz, just to mention a few. Regardless of whether your chosen experience of this existence is agnostic, religious, spiritual, or scientific, we strive to master the natural laws, the most fundamental of truths.

Throughout the human experience, you will find this pattern of fours again and again. If you remain unaware of their existence and influence you miss out on the true power to make anything happen. These four elements need balance and expression to be fully formed and functioning. These four dimensions are the filters through which everything must pass to come into being. They distill all things down to their essential qualities. The four dimensions reveal truth and meaning, and equal a fifth dimension...flow.

flow:

- free movement from one place to another in large numbers or amounts in a steady, unbroken stream,
- uninhibited and eloquent expression,
- the steady, unbroken stream of people, goods, vehicles, money, or information from one place to another,
- the psychological and physical experience in which challenges presented are perfectly matched by the participants' skills, often resulting in heightened states of awareness, confidence, and performance,

UNDERLYING THEORY

BrandU derives its unique insight into business development and communication from the Theory of Unified Conscious Development[™] (UCD), an innovative Integral approach.



- movement in or as if in a stream,
- the rise of the tide, as opposed to the ebb,
- Physics, the transference of energy,
- the volume of fluid that goes through a passage of any given section during a unit of time,
- an outpouring or discharge of something,

UCD identifies the four filters through which all things must pass as—*Nature*, *Thought*, *Feeling*, and *Connection*.

- Nature relates to the physical objective aspects of all things.
- Thought refers to the Mind and represents the subjective that is fixed in our experience.
- Feeling describes truth that is fluid and ever-evolving and the subjective connection between things.
- Connection refers to the interconnectedness of the larger view of our experience that we subjectively hold.

When applied to business, the UCD model enables you to tell a "whole" story the human mind can feel. A brand is a consumer's whole story.

What do you believe about your business?

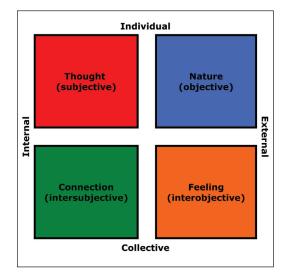
What inspired you to embark on this venture?

Does your business portray a consistent philosophy?

What is the biggest dream your imagination can hold for your business?

Each filter establishes your intention completely and keeps it in balance. UCD ensures that you operate from a place of integrity and strength.

Unified Conscious Development™ Primary Quads



For more understanding about Unified Conscious Development you may want to get the chart of interpretations and listen to THE LAW OF FOUR: THE POWER TO MAKE ANYTHING HAPPEN by W. Vito Montone at www.TheLawofFour.com.

BrandU[®] recognizes that branding more than any other aspect of business requires bold introspection and subtle technique.

The process contained in this edition of the BRANDU[®] BIBLE workbook was created and honed over sixteen years of working with entrepreneurs and business owners just like you.

All the messages sent out by your business need to be relevant and precise to reach your target audience. No designer or copywriter can make that happen alone. Only you, or your executive team, can do it—with the right set of thoroughly defined rules.

Today the question is not "What is your business?" but rather "Who is your business?" Followed closely by "Why does it even exist at all?" Whether you're a one-person shop, a multi-million dollar business or a team of people virtually linked around the



globe, customers want to understand the essence of your business. As the foundational philosophy behind all of the BrandU[®] processes, UCD will help you distill the essence of your business so that you create a brand that resonates with your customers.

Joseph Sugarman notes in his book ADVERTISING SECRETS OF THE WRITTEN WORD, "You want to use as many positive human elements as you can without risking any negative vibrations from emotional reactions. And if you do your job right, your advertisement will have its own vibration—so much so that people will be able to pick up that vibration and almost feel they know you."

We have been saying for years that when you hand out your business card, drive someone to your website, or place your product in the hand of your customer you should tingle. When you tingle they will tingle and come back to you over and over for the tingle.

"Life is all about the tingle." -Kim Castle



For guided examples for each step of the process be sure to listen to your BRAND POWER™ Audio CDs.

TRANSFORMING LIMITING THOUGHTS AND UNSEEN RESISTANCE

At this point we acknowledge that you may find yourself in new territory. The boundaries of your business and the world it inhabits are shifting. Anxious thoughts may creep in. Doubt may weigh you down and prevent you from even taking a step in the direction you want to go.

Sometimes, on a journey of discovery, you may find yourself face to face with a wall of resistance. Resistance to change, truth, or the unknown may paralyze you temporarily or even permanently. Give yourself time to absorb what you are learning and it will give you the impetus to continue to move through to the next step.

"The answer is just around the bend of frustration." —W. Vito Montone

You might feel unsure if you are working the process incorrectly. In such moments of doubt, you might wish for examples to follow so that you know you are doing the process correctly. At those moments, take a deep breath, put this thought aside, and focus your attention on the question in front of you.

Stay on the path of this internal brand exploration. Your answers are neither right nor wrong. The most important thing is that they must resonate within you. The BRAND POWER[™] process will produce communication that is uniquely and authentically yours if you let it.

CLEARING YOUR PATH

If you would like to get support with the powerful CLEARING THE PATH[™] fear transformation process please visit www.TransformFear.com



To help you confront and conquer these obstacles that will get in your way, slow you down, or even stop you altogether, you may wish to employ a process to remove such limits in an instant so that you have nothing, not even your thoughts, standing in the way to your business success.

To provide immediate assistance with the debilitating habit of limited and critical thinking, $BrandU^{\text{(B)}}$ offers CLEARING THE PATHTM, a

UCD-based, five-step process of transforming any limiting thought into immediate action.

Honed from many years of working with people around the world, CLEARING THE PATH^M ensures that every step you take on the path to creating your successful business is done so with the power of choice rather than the energyzapping of reaction.

It is not necessary to use the CLEARING THE PATH[™] process, however, you must have a reliable process to get limiting thoughts out of your way or your efforts will be halted somewhere along the way and you will lose valuable time.

UNLEASHING YOUR BRAND POWER[™]

Many entrepreneurs don't believe they possess the power or the money to brand successfully. Some don't even believe they can be a brand. BRAND POWER[™] was born from the desire to give you the tools and knowledge that only brand gurus have known.

We know your business is unique and valuable and we want the world to know it, too. You just need the power to know it as well and then communicate that knowing to the world.

At this point, it's important to recognize that we hold these assumptions to be true:

- You are a person with good intentions.
- You possess a good product/service.

- You are good at what you do.
- You have the power "of" your business.

Branding starts with your thoughts and your beliefs. It starts now. Eat, sleep, live your brand. You are your brand. Your mindset defines your brand.

"A brand that captures your mind gains behavior. A brand that captures your heart gains commitment." —Scott Talgo, brand strategist

The act of creating a quality product or service involves adhering to principles and professional standards. BRAND POWER[™] requires that you focus on the method and process. The integrity of your commitment will be the source of your brand power and the impact of your legacy.

Make a promise to yourself to complete each exercise completely, thoroughly, and thoughtfully. Please do not duplicate,

distribute, or otherwise share this workbook with anyone else.



It is important that you have a reliable process to get limiting thoughts out of your way or your efforts will be halted somewhere along the way and you will lose time somewhere in this process.



WHAT YOU NEED

To be the most successful with the BRAND POWER[™] process you will need the following:

- The BRANDU[®] BIBLE, which serves as the backbone of the process as well as all your assignments,
- The BRAND POWER[™] Resource Data Disc that has worksheets, your BRAND BIBLE template, and other support. (To use these additional tools, you will need the free Adobe Reader program available at www.adobe.com),
- A computer and access to the Internet to use the BRAND POWER[™] Resource Data Disc, access the BrandU[®] Post online support, and to complete research,

- A valid and active email address so that you can receive the BRAND ACCOUNTABILITY PROGRAM (if applicable with your purchase.)
- A separate notebook to keep your work and additional notes,
- A trusted partner,
- Two to three dictionaries,
- Two to three thesauruses,
- Several magazines or Newspapers, and
- A commitment of at least two (2) hours per lesson.



BRAND POWER[™] AFFIRMATIONS

I have vision for my business that is solid.

I effortlessly keep the power of my business within me.

I put thought into my brand every day.

I do whatever is needed to grow and communicate my brand.

I am fearless in the precise communication of my brand.

I deserve the best for my business because I put my all into it.

My ability to expand and communicate my brand vision grows every day.

I admire and model successful brands.

I have a huge view of my brand and it shows in all my communication.

My brand works hard for me and makes me more and more money.

The people and tools I need to expand my brand effortlessly appear.

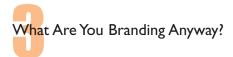
I know my brand is big because it adds value to people's lives.

My brand effectively finds its place in the marketplace.

As you read these statements, you will feel a special connection with one in particular. Make a note of it and use it to support your work throughout the process. Note how it will change day to day, week to week.

AFFIRMATIVE THOUGHT

The daily practice of repeating positive thought-changing statements have a definite positive impact on your intended outcome.



WHAT ARE YOU BRANDING ANYWAY?

BRINGING YOUR POWER PATHTH FORWARD

If you went through Stage One of the BrandU[®] Business Profit System, POWER PATH[™], you clearly defined your vision, form, and focus and conditioned yourself to make this entrepreneurial journey successful.

You will use the results of your work in the POWER PATH^m process to inform your decisions of what to brand with the BRAND POWER^m process.

It is not necessary to have gone through Power Path[™] to go through BRAND POWER[™] successfully, although it will help you in making the idea of your business solid.

If you would like to gain support in making your business idea solid, please visit www.BrandU.com.

DEFINING YOUR PERSPECTIVE

Regardless of the path you took to arrive at this moment, before moving forward through the process it's important to clearly establish the point of perspective you will be taking through the brand creation—in other words—what are you branding in this process.

Are you confused by what you're branding? You're not alone. Many businesses involve multiple products, divisions, or services. Keep certain themes in mind: your core business, your lines of business or divisions, and the products in your lines of business. It is possible that activities at all levels of your business will require unique and specific branding for the item itself. For example, in our businesses we take every umbrella, division, product, or program through the branding process to assist us in clearly defining them for ourselves and communicating their distinction to our customers. The process makes every product clear extremely clear.

You may choose to brand your core or over-arching umbrella or narrow your focus in on one offering (a specific division or product).

Think of a huge corporation like General Electric. They spend millions on their corporate brand identity. They make sure you associate it with "We bring good things to life." In reality, they have over a dozen lines of business with hundreds of products:

Aircraft Engines Commercial Finance Consumer Finance Consumer Products Entertainment Equipment Management Industrial Systems Insurance Medical Systems Plastics Power Systems Specialty Materials Transportation Systems

MAKING YOUR VISION SOLID

It is important that the vision of your business, division, or product be clearly defined and that you have an unwavering belief in it. If you would like to be sure, you can get on your POWER PATH[™] at www.BrandU.com While most of the lines of business carry the corporate identity with simple variations, at least one is completely different. GE owns the television network NBC, which holds its own distinct brands. But all their lines of business fit under the tag "We bring good things to life." A brand can be both expansive and unifying with different brands existing within one overall corporate structure or umbrella.

PUTTING ON BLINDERS

Each business or line of business may have products that need their own identity. This workbook, for example, carries the BrandU[®] identity but has specific languaging that differs from other books of products within BrandU[®].

At full development, the business, each division, and each product will have its own branding. You can use this process for each and every one.

Each time you use this workbook, clearly decide what is in your focus now, either an umbrella, division, or individual product and keep those blinders on until you are complete with the process for that decision. You can always go back and go through the process again on the next one.

We recommend that you commit yourself to completing one brand at a time through the process. It's very difficult to hold a clear delineation between businesses, divisions, and products when you are trying to define more than one at a given period of time.



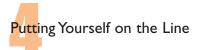
Only work this process with one brand at a time through the process. It's very difficult to hold a clear line between businesses, divisions, and products when you are trying to define more than one at a given time.



You're not alone! For additional support go to www.BrandU.com and click on support.

ONLY ONE AT A TIME

Decide if you are branding an umbrella, division or specific product for each time you are going through the process. Be sure to maintain that chosen perspective all the way through until you are complete for that choice.



PUTTING YOURSELF ON THE LINE

LETTING GO OF THE END

It's easy when you get a new program or book to flip through it quickly, make instant impressions about some of the contents, and focus on what interests you or pops out at you.

You make a journey of a thousand miles by taking step after step." THE SAMURAI The BRAND POWER[™] process will not produce powerful results that way. It is designed as a step-by-step process with each part building on the results of the previous part.

Please avoid the temptation to jump ahead. The success of the BrandU[®] process depends on your absolute dedication to each and every step.

The journey is as important as its final destination. You won't be able to see the final results until you've worked through each step thoroughly. Suspend the need for results before they are ready



DON'T RUSH! Do just one lesson a day. You are going to be living with your brand for a long time. Make sure you build it on a truthful, solid foundation. to reveal themselves. Your anticipation will energize the process. Just as the edge of the horizon is fuzzy from a distance and you're anxious to see what it really looks like, the closer you get to clarity the more magnificent the view when it comes into focus.

This workbook is specifically designed to take you step-by-step through the branding process. You'll find yourself engaged in

linear thinking that provides a straight line to the truth. You will also develop a holistic view that ties

all the parts together to form the big picture and expand your horizons.

Please allow yourself to follow, and apply yourself fully on the step you are on without the need to know what it will look like at the end. If you put trust in the process and yourself each step of the way you will get gold every step of the way. You will find it's actually fun not knowing what it is until you create it. Releasing the expectation of what your results will be or what they will look like will actually give you the space to create something bigger than you even imagine.

"Logic will get you from A to B. Imagination will take you everywhere." — Albert Einstein

The process you will be going through in BRAND POWER[™] is for defining your brand. It will not determine your niche in the marketplace or its positioning. You will learn the processes to determine your niche, target, and positioning in the marketplace in Stage Three of the BrandU[®] Business Profit System called MARKET POWER[™]

Our purpose in this stage is to help you learn how to create a powerful brand that will fuel your vision and provide you with the tools to communicate that knowledge with unyielding confidence and clarity. Please take your time. Complete each working section carefully and thoughtfully. Be clear and confident that your answers truly resonate with you. You must completely "own" the results of your Brand Bible. There should be no question in your mind as to what it says. You'll know you've hit the mark when you tingle with satisfaction and pride.

The truth you find will determine how well you communicate your brand. We challenge you to go deeper and more passionately than you may have thought possible. It's your dream. The space you give it with this process is the space you give it to make it your reality.

Ine Line

You'll notice that some sections are designed to fill your mind and others are designed to capture your thoughts and feelings. When faced with a blank page, have no fear. You have the answers. Please allow yourself the time and the space to find them within you.

Using this process, you can write your answers and research directly on the pages of this printed workbook or use a separate notebook, or you can use the BRAND POWER[™] worksheet.

You can access the BRAND POWER[™] worksheets on the BRAND POWER[™] Resource Data Disc included with this program.

Once you have completed the process, you will transfer your final Brand Bible results to Chapter Fourteen of this workbook or you can transfer them to the My Brand Bible PDF also located on the BRAND POWER[™] Resource Data Disc.

If you are working on the computer, please make sure you save your work after each session. If you're like us, you would like a progressive history of your work. You then should "rev" the BRAND BIBLE worksheets (PDF or WORD version) after each session. For example, you complete the first chapter with exercises. Use "save as," naming it "mybrandbible_01.pdf" or "mybrandbible_030915.pdf" (using the date as the measure).

Subsequently, each time you work you open the latest version and "save as" the next sequential number of date. That way you have a complete history of your work.

Also keep a backup on a floppy, Flash Drive, CD-ROM, additional hard drive, or your central server. No matter what happens we wouldn't want you to lose your work.

Please remember that this is a workbook. We encourage you to dig deep and really do the work. This process may be easy for you or it may be challenging.

Either way, remember this: what you get out is what you put in.

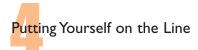
The purpose of this workbook is to help you define your brand from the inside out. You will also have the aid of the BrandU[®] Post (online forum and FAQs library) for support.

At the end of this workbook you will walk away with:

- Your Brand Bible,
- Key language that will inform all your written communications,
- Powerful tools that in the hands of a competent designer, copywriter, publicist, and any other professional hired to communicate your brand to your customers can use to communicate your business without saying a word!

SAVE YOUR WORK

Transfer your final results of each step of this process to My Brand Bible located at the end of this workbook. You will also find the digital file My Brand Bible PDF on your BRAND POWER[™] Resource Data Disc included with the BRAND POWER[™] program.



MAKING A COMMITMENT

To be successful with this process you have to agree to abide by a certain code or set of rules to accomplish your brand successfully.

Before you can fully receive the benefits packed into this workbook, you must complete the following four items:

Decide if you are branding an umbrella, division, or product. I have decided to brand a ______

2) Set aside any fears that keep you thinking small.

We're not telling you that you have to get rid of them at this moment, but you must set them aside as they arise throughout this process, so that it can work for you. Think it, speak it, do it. If a fear rears its restricting head as you proceed through each step of this workbook, honor the thought by writing it down, then read it aloud, thank it, and move it out of the way. In order to be a brand you have to own it first without anything limiting your path.

If you find limiting thoughts continue to interfere with your journey through this process, you may find help to transform them into immediate action with our CLEARING THE PATH[™] process. Available at www.TransformFear.com.

3) Have Integrity

Part of being a brand is creating a quality product or service, and adhering to principles and professional standards. There is a lot of information for you to receive by going through this program. It is vital that

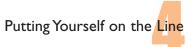
"Nothing is at last sacred but the integrity of your own mind." RALPH WALDO EMERSON

"Real integrity is doing the right thing, knowing that nobody's going to know whether you did it or not. OPRAH WINFREY you finish each and every exercise in full. Make a promise to yourself to finish each one in order—completely and thoroughly.

Although it's exciting to feel your power grow through this workbook, do not share your results until you are through. Sharing your results in part is giving your power away before you've gained it in full. You will find it is far better to keep your power until the end. We promise that attracting customers will be a lot more exciting and fruitful.

Additionally, the processes in this program are shared with you for the benefit of creating your brand communication. Each process in this program and the program as a whole are protected by copyright. Ownership of this workbook or program does not give you permission or rights to earn revenue using this process. Therefore, do not duplicate, distribute, or otherwise share this workbook with any other person.

If you would like to use this program in your business, learn how you can become a licensed BrandU[®] Trainer by sending an email to: **trainers@BrandU.com**.



4) Commitment to Do What It Takes To Succeed

It takes a lot of thought, energy, and commitment to rise above the noise that is thrown at consumers daily. Being a brand takes belief, staying power, and the willingness to do what it takes, with integrity, to make your brand take hold. You planned your communications, so be consistent and find as many ways as possible to communicate your message. You must devote resources, time, and money to marketing yourself and your brand.

Please take a moment before proceeding to sign below:

I PROMISE TO SET ASIDE MY LIMITING CONCERNS, FOLLOW THE INSTRUCTIONS IN ORDER, FINISH THE WORKBOOK COMPLETELY FROM THE DEEPEST PART OF MYSELF, AND USE THE CONTENT OF THIS PROGRAM SOLELY TO DEFINE MY BRAND COMMUNICATION. I ALSO AGREE NOT TO DUPLICATE OR DISTRIBUTE THE PROCESS TO ANY OTHER PERSON AND COMMIT TO MYSELF TO DO WHAT IT TAKES TO SUCCEED.

Signature_	 		
0			

Date

"The number of times I succeed is in direct proportion to the number of times I fail and keep on trying." ANONYMOUS



You're not alone! For additional support go to use the BRAND POVVER[™] Resource Data Disc to log onto the BRAND POVVER[™] Resource Center to access support via the Discussion Forum, download Power Tools and more resources.

LICENSE TO BRAND

If you would like to use this program or any of the processes in your business, learn how you can become a licensed BrandU[®] Trainer and gain support and revenue by sending an email to trainers@BrandU.com.

The BrandU Bible Workbook



Brand Statement Process



BRAND STATEMENT

WHAT IS IT?

Your vision has resulted in at least one business. It is time to infuse it with your passion. Invite your creative energy and sense of purpose to join in. When you are vitally engaged as your business' creator, your customers will be vitally engaged too.

"Motivation is a fire from within. If someone else tries to light that fire under you, chances are it will burn very briefly." —Stephen R. Covey

Your Brand Statement defines "why" your business, division, or product exists, what makes it different, and what philosophy it follows. It is the INTERNAL definition of what your brand truly is at its most powerful core. Your Brand Statement is private within your organization for internal use only. It serves as a point of reference that keeps you focused on the future. It shows you where you want to go and why you want to go there.

IS THIS THE SAME AS A MISSION STATEMENT?

So Says Would you please

tell me where do you go from here?''

"That depends a good deal on where you want to get."

"I don't much care where."

"Then it doesn't matter which way you go." Lewis Carroll Through the Looking Glass The answer is no. Mission Statements are external documents positioned to get a direct result from the reader—a very external and manipulative process often written for a specific purpose. It's actually more like advertising.

To benefit from the true power of a brand statement you need to look far deeper. "Any organizational statement—one that truly reflects the deep shared vision and values of everyone within the organization creates a great unity and tremendous commitment. It creates in people's hearts and minds a frame of reference, a set of criteria or guidelines, by which they will govern themselves. They don't need someone else directing, controlling, criticizing, or taking cheap shots. They have bought into the changeless core of what the organization is about." —Stephen R. Covey, THE SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE

As you begin the BRAND POWER[™] process, it's valuable to select someone who can act as your sounding board or process partner throughout your journey. While using this workbook, invite someone you trust (spouse, business partner, etc.) to help you process your ideas. Not to tell you what their opinion is of your answers, but to merely act as a sounding board for you. Having your brand discoveries repeated back to you is a wonderful way to evaluate, refine, and deeply know and own them.

Another vital tool that will enable you to make the most of this clarifying process is the "I Should Hope So" box.

Take this moment to establish in your mind a beautiful box where you will store some of your most treasured thoughts and possessions.

During the brand statement and C.L.I.C.[™] processes you will find occasions to add thoughts to this box for safe keeping and to get them out of your way so that you have space to get to deeper, more unique, more powerful answers.

Throughout this process you will have various opportunities to answer a question with the response, "I Should Hope So." If this is your response, your answer goes into this beautiful box.



Please do not misunderstand the purpose of this box. The "I Should Hope So" box is not to diminish your thoughts or feelings about an answer. It is simply to help you consider and remove less than powerful answers because they are 'given.'

Examples:

"I am qualified."

"I should hope you are qualified to do your business. Why would a customer even consider buying from you?"

"It makes me feel fulfilled."

"I should hope you are fulfilled by your business. Why would you want to do it if you are not?"

Other examples might include, you enjoy what you do, you think what you do is important, you've been guided to do this work, or the market needs this service or product.

To get to the most powerful answers possible, you need to dig deeper to get to a more definitive and unique answer. That's where your real brand gold is waiting to be revealed.

If you have four college degrees and have serviced thousands of customers, that won't make you unique in the marketplace—only what's inside you, inside the core of the brand, can do that.

GUIDELINES FOR ANSWERING THE QUESTIONS

 Pick only one thing to brand at a time. Put extreme blinders on, and think and feel only about the specific company, division, or product you've selected for this pass through the BRAND POWER[™] process.



2. <u>No marketing-speak is allowed</u>. The answers are not a slogan. Do not attempt to embellish or heighten the answers. This is a strictly internal statement that captures the heartbeat of your business for you and your team. This is the time for you to be selfish and not to be concerned with the market or your customers. You are the creator; you give the brand life.

3. To check if you are approaching the answer correctly, ask yourself, "Who am I speaking to?" If your answer comes back anyone but yourself, then try again. Ask yourself, "Is this an 'I Should Hope So?" answer?" If so, keep going.

4. <u>Write simple statements</u> (no compound sentences). A list of multiple attributes just means there is a simpler, clearer answer. Use only the absolute minimum number of words (each question will have a different maximum number of words allowed). Initially, your answers may be long and wordy. Focus on being as concise as possible.

DON'T ASK YOUR CUSTOMERS

Don't solicit answers or opinions from your partner or customers. The answers to each question in this process must come from you in order to anchor the power of your business's core.



5. Definitely do not think about or refer to previously written material. <u>Don't compare</u> yourself to anyone else or any other company.

6. <u>Avoid repetition</u>. Don't use the same words, concepts, and phrases that you used to answer one question for another. Each answer is part of a whole. Make each part equally unique and important.

7. <u>Write at least five different answers</u>. Free associate; don't think too hard. Abandon the idea of what something should be. Remember the scope of your vision for this business. Speak as if it's already done. Keep drilling, looking for the simplest, most powerful statement that you can say without a doubt, "That's it!"

8. <u>Frustration is a normal part of the process</u>. Embrace the struggle to find the truth and you'll be rewarded with new energy about how to think and communicate about your business. Note the places where you get stuck. Sometimes what is the most significant is also the most difficult part of the process. Everyone has their blind spots and their points of resistance. Awareness and knowledge will clear your confusion.

9. <u>Read your answers aloud to your partner</u>. Do not seek their opinion. Rather, your reactions to sharing will sharpen your focus. You need to own your answers completely. Locate any blind spots that limit your vision by noting how you feel when sharing them. Invest your brand statement with the experience and knowledge of your life. Does your answer resonate? Is there anything wrong about it? Does it powerfully express the answer to yourself? Is it sound, clear, and true for you?

10. <u>Please know that each answer alone will not</u> <u>fulfill the complete essence of your brand</u>. Only all four of them together will do it. But to get there we MUST take them one a time, thoughtfully and deeply. And the simplest answer will always serve you best.



STARTING POINT

Okay, let's get started.

Whether you've been working on your business, division, or product for five years or five minutes, you've no doubt formulated communication for it. It doesn't matter if you've used it in your marketing material or you've only said it to yourself, you've come up with words to explain what this business, division, or product does.

It's now time to write everything that comes to your mind about what you have said or want to say about your business. Pour out your thoughts here.



WHAT I USED TO SAY

Great. This is what you used to say. Now that you've got that out of the way, fold this page in half to put what you used to say behind you.

You're now ready to begin the journey to a brand-new way of communicating your business—with the power of extreme clarity.

Fold the left edge in towards the spine and tuck in edge to seal.



Four Dimensions, Four Questions, Four Paths to the Truth

Think back to UCD and the four filters that need to be applied. Focus on the intention that informs each dimension. These four dimensions reflect how they are being applied to the internal fuel of your business. Everything your brand does will be governed and checked by this brand statement.

Again, we are using the four elements of UCD as filters that will lead you to a fifth element of flow. This element gives you clarity and defines your legacy.

With these deceptively simple questions, you will discover the deeply personal intentions that bring your brand to life.

QUESTION ONE

The first question is related to the Nature filter of UCD. Question number one is: What do you do?

Examine the intent of the question. On the surface, the answer is often the most obvious. It's the "doing" activity you engage in every day, the simple physics of it. It must be simple yet powerfully state what you actually do.

If you are working on an overarching company or umbrella, don't focus on any one product that company may have.

Don't stop with just one answer like "I sell toner" or "I give massages." The tangible answer may not

relate to the whole experience of your business. It may be more powerful than that. "I help small-business team communication," or "I create healthy human beings."

If the railroads had realized sooner they were in the business of transporting people and goods they may have been able to make a natural evolution to the air versus being offset by the airline industry.

What is the intention behind the action? What are you causing to happen in your customer?

You may find yourself creating a long list of 'how' you do what you do. We cover this in detail in BrandU[®] stage one POWER PATH[™]. The answer to this question is is not how...it is what. What do you do?

Initially, your answer may be too specific and limiting to your vision. Then you may find yourself forming an answer that is too broad and general.

Think of looking through a microscope. You must adjust the magnification to just the right power in order to view the slide clearly.

Peel away the layers until you reveal the true nature of your business.

Remember: this is the horizon for this business, division or product this five, ten, fifty years from now. Brand the biggest space you hold for your business.

QUESTION NUMBER ONE

What Do "You" Do? Not how do you do it. The important perspective of this question is 'what.'



"That inner voice has both gentleness and clarity. So to get to authenticity, you really keep going down to the bone, to the honesty, and the inevitability of something." —Meredith Monk, composer, singer, filmmaker

WHAT I DO...

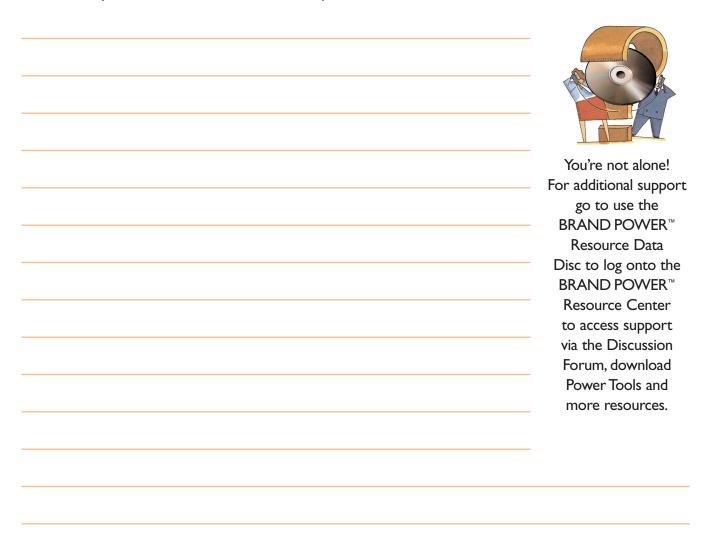


For guided examples for each step of the process be sure to listen to your BRAND POWER[™] Audio CDs.





Now meet with your partner and share your answers. Take the time to hear yourself saying them aloud. Have you discovered more and/or more powerful answers?



Please select the top one charged with the power of clarity and knowing and refine it. Limit this answer to four to seven words.

Select the one that feels dead-on and sleep on it. In the freshness of the next morning, with a clear and empty mind, read your final selection. If you answer, "yes, that's it," put your final answer below. If you can't say that, do not go on. Go back to your list and find the strongest answer. My final answer to question number one, "What So I Do?" is...



Each of the subsequent Brand Statement questions refers back to this answer. There is no need to go forward without this answer. Once you have it, you may proceed.



QUESTION TWO

The second question is related to the Feeling filter of UCD. Question number two is: **Why Do You Do It?**

Here's where your journey to defining your uniqueness begins.

This is the interobjective relatedness that is fueling you on your journey. This is the Feeling filter of UCD, forming the fluid guidance you are bound by. It is always comparing and relating, striving to find the best solution.

Remember the beautiful box filled with all "I Should Hope So's." You will use this box big-time here. Remember going forward that 'it' refers to your answer to Question Number One, *what do you do*.

There are many important reasons why you do what you do. All of the ones that are externally motivated or measured belong in the "Should Hope So" box—even the divine ones. We are all "chosen" to be our path.

You are qualified to do what you do. "I Should Hope So" is the first reply that comes to mind. It gives you joy and fulfills you. Yes, but why? These answers are true and important, but they do not make you unique.

Your personal history and all you've absorbed, struggled, and triumphed over imbue the life of your business. Remember, this is a private statement. It's not for public consumption.



Use this question to fingerprint what makes your drive special to create this business, division or product. It's easy to frequently take your uniqueness for granted. Your unique qualities develop over time from what you learn from your life experience. The past informs the present and it becomes your "assumption." But it is filled with passion and unending power. You must identify it and look deep.

Specifically, <u>what have you overcome in life</u>? What is your deepest motivation? Did you have a need that you fulfilled yourself? What important event informs your life? What did you learn to be true after that event? Label the circumstance, condition, and emotion.

Take a paradoxical viewpoint and ask yourself, "Why you won't stop doing what you do?" What is so important and so motivating about why you do what you do that you feel compelled to keep doing it?

QUESTION NUMBER TWO

Why Do You Do It? "It" refers back to your answer to question number one. This is where your uniqueness starts comes into play.



This question may present a challenge and you may resist going deeply personal. Or, you may believe you've already mastered the issue long ago, so what's the point?

Remember, the answer is filled with passion and unending power. And this is a private statement, not for public consumption, which defines the DNA of the business, division, or product. It will inform and fuel your team to greater heights.

This is a new opportunity to examine the journey you are on and how your business life parallels the path of your emotional life.

Why Do I Do It?

Keep answering the question and keep asking "Really, why?" after each answer.

You will sense when you've reached the true answer. You may even



feel a tingle or have a gut reaction. When you feel goose bumps, or you cry, you will know you've reached the real answer to "why you do it."

The best answers take the form: Having experienced this, I learned...





Why Do I Do It? (cont.)

Meet with your partner and share your answers. Take the time to hear yourself saying them. Observe your partner as you read them. What did they think about your state-of-being when you read them? Use this non-judgmental pattern to fuel deeper introspection:

Your partner asks, "Really, why do you do X?"

You repeat your answer or answer differently if you feel compelled to change.

Your partner asks again, "No, really. Why do you do X?"

Do not defend your statement. Restate it if necessary. Allow what comes up to surface. Don't think about it. Say what comes to mind first. Enter what you shared during your conversation below:





You're not alone! For additional support go to www.BrandU.com and click on support.

Select your favorite one. Hopefully, this is the one that expresses why you do it the most completely and is the easiest to understand; refine it if necessary below. This answer may be a big longer (limit yourself to ten to fifteen words).

Select the one that feels dead-on and sleep on it. In the freshness of the next morning, with a clear and empty mind, read your final selection. If you answer, "Yes, that's it," put your final answer below. If you can't say that, do not go on. Go back to your list and find the strongest answer. My final answer to question number two, "Why Do I Do It?" is...

You have now completed two dimensions of the four parts of the internal portion of this process.





QUESTION THREE

The third question is related to the Thought filter of UCD. Question number three is: **Why Do You Think It's Important?**

Now, we've reached the fixed energy that guides your business.

We enter the realm of your belief system. This is a fixed reason for why you think what you do is important. If the answer is really rooted in your beliefs, no one can change your mind about it.

It's the foundation of how you do what you do, which was established by your answer to question one. It's not what's important for the client or the customer. This is what is true for you. The power of your beliefs comes from inside you.

You are searching for the most important core belief about your answer to question number one, *What do you do*." This belief drives your way of delivering the products and services defined in question one. Combined with your answer of question number two, your belief strengthens your uniqueness. Two businesses may have the same product but be totally different because of their reason and belief. The answer to this question will be completely unique for each business.

"A belief is not merely an idea the mind possesses. It is an idea that possesses the mind."—Robert Oxton Bolton

Start by writing "I believe..." or "My philosophy is..." then transform the statement into a universal form of declaration—a simple powerful statement.

The litmus test for this answer is "Can someone talk you out of it?" If the answer is a resounding "no," then you know you've connected to the truth of this answer.

Remember: your answer should be fixed and immutable. Be bold and decisive. The strength of your belief will provide stability and consistency to all your communications. Do not simply use words, phrases, or concepts from any of the preceeding answers. There is a belief rooted below the surface.

Let your answers flow...

So Says One person

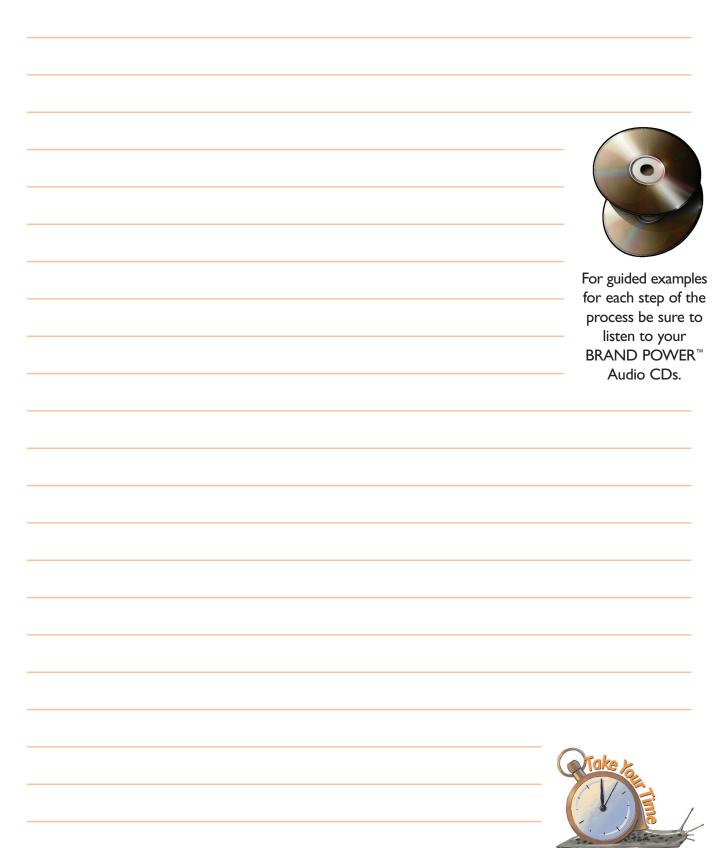
with a belief is equal to ninety-nine who have only interests." JOHN STUART MILL

QUESTION NUMBER THREE

Why Do You Think It's Important? "It" refers back to your answer to question number one. This is where your uniqueness continues comes into play.



WHY DO I THINK IT'S IMPORTANT?...





This time have your partner challenge you with, **"Really? You do X because of this?"** Listen carefully, quietly. Have your partner repeat the statement after each answer you give.

Answer either **"Yes, I do"** or **"No, I'm still searching."** By saying, "Yes, I do," you own it. Saying "No, I'm still searching," means you're getting it out of the way so you can really find the true answer. As you go through all your statements note any refinements that are necessary. Also note which feels the strongest.

This answer may or may not have been easy to find, but it is often harder to own. Don't move forward in this workbook if you can't own this statement. Keep working until the answers ring true and you can say or read them with ease, pride, and resonance in your soul.

Refine your answers below. Please limit your answers to four to six words:



Select the answer that feels dead-on and then sleep on it. In the freshness of the next morning, with a clear



and empty mind, read your final selection. If you answer, "Yes, that's it," put your final answer below. If you can't say that, do not go on. Go back to your list and find the strongest answer. My final answer to question number three, "Why I Think It's Important?" is...

QUESTION FOUR

The fourth question is related to the Connection filter of UCD. Question number four is: **To Change What?**

The Connection filter takes you to the highest good behind what you do. Now we take the worldview from your personal perspective. This is the intersubjective concept of wholeness and the big picture. In what context does your business exist? Think of the butterfly effect and how it applies to your business. Everything you do matters.

Everyone has a legacy, whether they want it or not. Why not make it an impact that you choose? Just by acknowledging it, you're tapping into a greater power—an unseen force. Take the following two quotes in before you answer the question, "To change what?"

"A human being is part of a whole, called by us The Universe, a part limited in time and space. He experiences himself, his thoughts and feelings, as something separated from the rest—a kind of optical delusion of his consciousness. This delusion is a kind of prison for us, restricting us to our personal desires and to affection for a few persons nearest us. Our task must be to free ourselves from this prison by widening our circles of compassion to embrace all living creatures and the whole of nature in its beauty." —Albert Einstein

And the converse:

"A penny will hide the biggest star in the Universe if you hold it close enough to your eye." —Samuel Grafton This final question may bring up interesting issues. You may be asking, "What does selling houses have to do with the larger picture?" The answer is, "It has what you give it." Things are what you make them. That 'thing' will complete the unique picture of your brand.

This goes beyond the change for one individual. Think of a large number of people, whatever makes you a little squeamish. As a whole, as a group.

What would happen if they received what you do and your beliefs behind it? What would be the resultant change if this large group successfully understood or used your product or service? What would be the universal impact?

"A penny will hide the biggest star in the Universe if you hold it close enough to your eye." SAMUEL GRAFTON

Think without limits. You are part of a whole with power and influence. Don't worry if it can be empirically measured. Whatever it is, you just want it to increase—not just change but get better.

What do you want to be known for changing in the world?

Remember, this is not small and individual. This answer is big and universal. Try to avoid clichés and be specific about the one big impact that holds true for you. Pick the one change that means the most.

What do you want your legacy to be? What impact will you leave, regardless of the scope of your vision?

QUESTION NUMBER FOUR

To Change What? This is the change you want as a result of your answer to question number one.



"I may not have gone where I intended to go, but I think I have ended up where I intended to be." —Douglas Adams

The best form for this answer is "To increase...." Write them now:

TO CHANGE WHAT?...



For guided examples for each step of the process be sure to listen to your BRAND POVVER™ Audio CDs.



Meet with your partner and share your answers. When sharing, note which answer really connects with you inside and beams out, then circle it.

Refine your answers below, please limit your answer to five to seven words:



You're not alone! For additional support go to use the BRAND POWER[™] Resource Data Disc to log onto the BRAND POWER[™] Resource Center to access support via the Discussion Forum, download Power Tools and more resources.

Select the one that feels dead-on and sleep on it. In the freshness of the next morning, with a clear and empty mind, read your final selection. If you answer, "Yes, that's it," put your final answer below. If you can't say that, do not go on. Go back to your list and find the strongest answer. My final answer to question number four, "To Change What?" is...

Now it's time to put it together.

DON'T ASK SOMEONE ELSE

Remember, don't ask your partner for their opinion of your answer. Only you know if it's true or not.



ASSEMBLING YOUR BRAND STATEMENT:

To tell the whole internal story, the essence of your brand, you need all four answers. Please copy the final four below:

These four answers form your complete brand statement and will inform all the decisions you make for your business.

Your authentic heart and soul went into each answer. Now it's time to bring your brand to life. There will be nothing fake about your brand. The truth and strength of its personality will create desire and devotion for all you have to offer.

Each question and its answer is a piece of the whole brand story. Again, remember this brand statement is to be used internally and not for the public or your customers.

Combine all your answers into one or two sentences maximum. Compound sentences are allowed. Do not worry about proper grammar. What is important is that this statement fuels you.

NO NEED FOR CLEVER

Do not add any additional thoughts or concepts when assembling your brand statement. Simply work your hard won answers together into one or two sentences. Don't worry about proper grammar.



There are a few rules:

I. Include all four answers.

- 2. Do not add any new concepts.
- 3. Do not convert to marketing-speak.

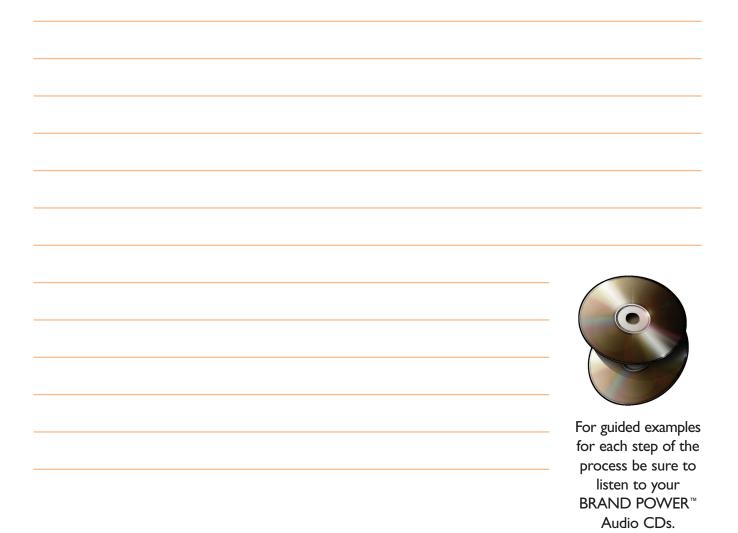
4. Do not combine some of the elements in order to create a snappier statement.

5. Only add connecting words that form a bridge between the four answers, like "and," "so," "therefore," "your company or product name," etc.

Historically, presenting the answers in the order 2,3,1,4 has worked well. However, there is no right or wrong order.

For example: (answer to 2), "and knowing" (the answer to 3), "I" or the company or product" (answer to I), "so" or "therefore" or "in order to" (the answer to 4).

MY FINAL BRAND STATEMENT:





USING YOUR BRAND STATEMENT

My Final Brand Statement Is:

communicate in a way that truly represents the company or product you envision. After digging deep, uncovering and declaring the authentic meaning of your business, the enthusiasm you feel will spread throughout your organization and beyond. With this statement in mind and in hand, you're now on the way to unleashing your brand power!

Remember this brand statement is for internal use only. It is not to be used to communicate to your customers. Instead it will serve to fuel how your business is communicated to them. Resisting the temptation to share this powerful statement with your customers will allow you to harness the power of it, which will fuel your entire organization.

Congratulations, you've just completed the first half of the BRAND POWER[™] process. You have now defined the internal communication for the brand for the business, division, or product you have chosen to focus on at this particular time.

You now have at your fingertips the definitive reason why this business, division, or product exists and a ruler to measure all your decisions about this business, division, or product. Using your brand statement in this way will ensure that every step you take is taking you in the direction you want to go.

It's now time to turn your attention to taking the promise of this core understanding out to your customers through all your external communication.

As with the whole BRAND POWER[™] process, your brand statement must resonate within you and your organization alone. This is the truth of



Resist the temptation to share this statement with your customers. This powerful statement is for your internal use only. your business told in the way that serves you best.

This statement will inform 100th your vendor, partner, or employee so that they can join your brand's journey with full knowledge of its purpose and mission.

Just knowing the answers to these four questions will help you

PARTHREE CLICC.™ POCCSS

Getting Through the Noise And Standing Out

GETTING THROUGH THE NOISE AND STANDING OUT

Did you know that even though the vast number of marketing tactics available to business owners today makes it easier than ever to market a product or service, it actually makes it harder for your business to standout in the minds of consumers?

It is estimated that Americans are exposed to up to 3,000 marketing messages every single day. That means your customers see more marketing messages in one year than people saw in a lifetime just fifty years ago. And it's only going to grow.

With hundreds of new businesses starting every single day, all businesses are competing for the same customer awareness and their wallet—not just in the U.S., but around the world. Your competition is everywhere—not just within your industry.

People everywhere are overwhelmed by the amount of information and choice available to them today. This access to more does not make them choose more, it actually causes them to narrow down their attention for the protection of their mental and emotional space.

The trouble is customers are building up invisible walls to protect themselves from being overwhelmed by marketing messages. The more choices they have, the less room they give themselves to choose. The good news is they are waiting on the other side of that wall for someone to reach them, waiting for someone to give them a reason to buy. You can give them that reason. By going through the first part of this process and developing your solid brand statement, you've gotten to the core of your business, you've defined its soul.

It's now time to define your business communication so that it will penetrate the invisible walls and cause customers to pay attention to your business and choose to buy from you without thinking.

The question becomes, "How do YOU cut through the noise of global consumer choice? How do you cut through the marketing and advertising from companies far bigger and richer than you and still reach your market?

The answer...you click with them.

THE POWER TO CONNECT INSTANTLY

When something clicks, you notice it right away. It catches your eye, turns your head, and fires up your imagination.

Let's look at some definitions that underlie the magic of clicking:

click:

- a short sharp sound
- to be understood suddenly
- to communicate or work together easily and readily

SO MANY CHOICES SO FEW DECISIONS

You've got access to hundreds of television stations, and you most likely watch fewer stations than you did when there were fewer stations to choose from.



- to be successful or popular
- to succeed; make a hit
- to strike together
- to become clear; fall into place.
- to fit together
- to enter one's consciousness or emotions

If your customer lives in a world of consumer distractions, how do you click with them?

First, be bold with your communication starting with...yourself. The first part of being a brand is to own the power of being one. This does not happen after your business becomes one, it happens before—at the beginning. It's the very power of owning first that sets the stage for the end result.

Second, be clear, laser-clear, on your communication. Fuzzy, non-specific communication will only add your business to the noise pile with all the rest. Clarity and persuasion will lead customers to your door.

Third, be on-point, emotional point. Remember: buying is an emotional process. Your customer's ultimate decision to buy from you will be made emotionally. Make sure your message is moving and meaningful. The more you do this, the more your business will stand out and the less likely your business will be received as a commodity. A commodity is a common dime a dozen. It will always result in your needing to sell on price.

Fourth, make sure you communicate your business consistently in all the elements of your brand. That's Consistency with a capital "C". Every single touch-point you have with your customer adds on to the last—and every single one is important. Drop the ball on your consistency and you will lose momentum with your customer.

Don't worry, in this next section you will go through four primary steps to establish the rules of your external communication so that you click with your customers every single time.

THE C.L.I.C.[™] PROCESS

Once upon a time, we were a design firm that believed all you needed was a beautiful or clever logo to stand out. So, we created beautiful and clever logos and ads for our clients and were paid very well for several years to do so.

We would have a short meeting with our clients, pull out whatever information that we could, and then go off and create on their behalf. We would create dozens and dozens of designs. Then we'd come back and lavishly present our clients with a parade of choices for them.

The good thing was that most of the time our clients loved everything we presented. The bad thing was our clients loved everything we presented. We would pat ourselves on the back and say, "Wow, we did a great job."

Our clients would gather all the designs and go out and perform their own kind of market research. They would gather opinions from spouses, friends, golf buddies, and hairdressers—basically anybody our clients came into contact with. Strangers and people who were not intimate with the business had more weight than what our clients knew for their own business.

Then it finally dawned on us, the fact that our clients couldn't decide what image worked best for their own business had nothing to do with our designs. Our clients had no measure internally to make the decision for themselves. This didn't sit well with us at all.

Even though they had come to us for a logo, what they were really asking us to do was to tell them 'who' their business was. Their million-dollar image was a victim of external forces. You see, the designs we gave them were an outside vision—ours for them. In fact, our award-winning designs were actually compounding the problem—adding to their unknowing. Getting Through the Noise And Standing Out

We created C.L.I.C.[™] so that you would know 'who' your business is and the most effective way it should be communicated. By going through the steps of this process, you know what best serves your brand.

Never again will you put the power of your communication, be it your business name, your book, your product, what your logo or website should look like, or any other additional external forms of communication outside yourself.

C.L.I.C.^m stands for: Character, Language, Image, and Color.

- Character: a perceivable instant impression
- Language: verbal and non-verbal communication
- Image: Logos, Symbols, Shapes
- Color: Feelings

Sa Says The most

beautiful

thing we can

true art and science."

ALBERT EINSTEIN

experience is the

mysterious. It is

the source of all

Over the next four chapters you will go through these four primary steps and several sub-steps within each one to arrive at your unique set of external communication rules.

Just as with the brand statement process you

just completed, you will need to release yourself of any expectation or attachment of the end results of your name, tagline, marketing statement, colors, and logo. Set them aside until you get to the end of this process. Holding on to the attachment of these components will only serve to limit your results.

You will not be able to jump ahead to that point without going through the steps to get there. Your results will not serve you unless you fully trust yourself and the process by completely bringing your focus to the step directly in front of you. Allow the mystery of your communication to unfold and the pay-off will be far greater than you realize now.

TRUST THAT YOU'LL GET THERE

Don't rush ahead in the process. Each step builds upon the last one. Give your sole attention to the step in front of you and you'll receive amazing results at the end...when you get there.



CHARACTER

WHO IS YOUR BUSINESS?

Knowledge is power. Knowledge of your business' character, and applying it to your business communication will make it much easier for your customers to connect with your business in an instant.

Imagine you've been invited to a very large party to attend all by yourself. You walk in alone to see over a thousand people, none of whom you know. You are overwhelmed in a sea of faces and noise not knowing what to do or who to talk to first—who deserves your precious attention. After all, you don't know anyone there.

As you stand there frozen not knowing who to talk to or where to turn, out of the corner of your eye you see a guy standing on a small table with a red, tasseled lampshade on his head, making everyone around him laugh. In that one split-second, a part of you feels soothed because a part of you knows who that guy is—even if on the surface. It brings you some comfort and in that moment a part of you takes a step towards him because you "know" him.

Defining your business' character is akin to putting an outer face on it so that your customers feel that immediate, albeit surface, point of connection. Don't worry about it being a surface connection. You still have the other three components of C.L.I.C.Th to add depth.

Giving your business character is like defining the doorknob on the door to your business. It also begins the process of creating a living, breathing entity from your business.

Once you establish your brand character, a story can emerge. The words you say and write, the environment your brand lives in, and the way it connects with the world create the experience that hooks your customers. "Since the beginning of time, the need to communicate has emerged from a set of universal questions: Who am I?Who needs to know?Why do they need to know? How will they find out? How do I want them to respond? Individuals, communities, and organizations express their individuality through their identity. On the continuum from the cave paintings at Lascaux to digital messages transmitted via satellite, humanity continues to create an infinite sensory palette of visual and verbal expression." —Alina Wheeler, designer and consultant

For over two thousand years, four patterns of human nature have been observed and categorized over and over again:

> "Men acquire a particular quality by constantly acting in a particular way." ARISTOTLE



BASIS FOR CHARACTER UNDERSTANDING

	Organ:	Liver	Spleen	Gall Bladder	Brain/Lungs
BC	Characteristics	courageous, amorous	easily angered	Despondent, sleepless	calm, unemotional
c. 325 BC	Aristotle's four sources of happiness	hedone (sensuous pleasure)	ethikos (moral virtue)	propraitari (acquiring assets)	dialog (logic investigation)
c.190 AD	Galen's four temperaments	sanguine	choleric	melancholic	phlegmatic
c. 1550	Paracelsus's four totem spirits	changeable salamanders	inspired nymph's	industrious gnomes	curious sylphs
c.1905	Adicke's four world views	innovative	doctrinaire	traditional	skeptical
c. 1912	Dreikurs' four mistaken goals	Retaliation	Recognition	Service	Power
c.1914	Spränger's four values attitudes	artistic	religious	economic	theoretic
c. 1920	Kretchmer's four character styles	hypomanic	hyperesthetic	depressive	anesthetic
c. 1947	Erich Fromm's four orientations	exploitative	receptive	hoarding	marketing
c. 1958	Myer's Jungian aspects of sixteen types	SP-sensory perception	NF-intuitive feeling	SJ-sensory judgement	NT-intuitive thinking
c. 1978	Keirsey/Bates four temperaments (old)	Dionysian	Apollonian	Epimethean	Promethean
c. 1998	Keirsey's four temperaments (new)	Artisan	Idealist	Guardian	Rationalist

Keirsey, David, Please Understand Me II

For use of understanding and instant application to your business, in C.LI.C.[™] we use the Keirsey Temperament Sorter to establish your business' character. This method links human behavioral patterns to four temperament and sixteen character types.

The Keirsey Temperament Sorter was created by David West Keirsey, PhD, an internationally renowned psychologist and professor and the author of the popular bookS, PLEASE UNDERSTAND ME (1978, co-authored by Marilyn Bates) and the revised and expanded second volume, PLEASE UNDERSTAND ME II (1998).

THE PHILOSOPHY BEHIND CHARACTER

To fully embrace the Keirsey Temperament Sorter, it might be helpful to know how it came to be.

In short...

Carl Jung established psychological types based on introversion versus extroversion, thinking and feeling, sensation and intuition. Using Jung's topology as a foundation, Isabel Briggs Myers and Katharine Cook Briggs created a test for sixteen personality types, called the Myers-Briggs Type Indicator.

Keirsey combined these ideas with the idea of temperament proposed by the ancient Greeks. Ancient history, Jung's eight types, and Meyers-Briggs' sixteen types thus developed into Keirsey's four temperaments. Informed by the behavioral sciences of anthropology, biology, psychology, and sociology, Keirsey defined each temperament and related them to the Meyers-Briggs types.

Myers concentrated on the mental processes of the Jungian psychological functions. Keirsey focuses on the use of words to communicate and tools to get things done. Character and temperament make up how you act or react or communicate. The following is an excerpt from PLEASE UNDERSTAND ME:

There are two sides to personality, one of which is temperament and the other character. Temperament is a configuration of inclinations, while character is a configuration of habits. Character is disposition, temperament pre-disposition. Thus, for example, foxes are predisposed born to raid hen houses, beavers to dam up streams, dolphins to affiliate in closeknit schools, and owls to hunt alone in the dark. Each type of creature, unless arrested in its maturation by an unfavorable environment. develops the habit appropriate to its temperament: stealing chickens, building dams, nurturing companions, or hunting at night.

While this tool is used to understand people, it can easily be applied to giving life to your business or product.

For the purpose of defining your business' character so that your customers recognize it instantly, we focus on the high level of character type.

Keirsey identifies people as one of four major types: Artisans, Guardians, Idealists, and Rationalists. While most of us have some of each type in varying degrees there is nearly always a predominant one.

The way they tend to break down in society is thus:

Guardians comprise 40-45% of the population. Artisans comprise 30-40% of the population. Idealists comprise 8-10% of the population. Rationalists comprise 5-7% of the population.



Each character type displays word usage that is concrete (say what is) or abstract (say what is possible). Each type displays tool usage that is cooperative (do what's right) or utilitarian (do what works).

Example:

Guardians say <u>what is</u> and <u>do what's right</u>. Artisans say <u>what is</u> and <u>do what works now</u>. Idealists say <u>what's possible</u> and <u>do what's right</u>. Rationalists say <u>what's possible</u> and <u>do what works</u>.

CHARACTERS AT A GLANCE

<u>Guardians</u>

Guardians serve as the caretakers. They are sensible, down-to-earth people who are the backbone of institutions and the true stabilizers of society. They believe in following the rules. Home and family are the foundation of Guardian life. They undertake journeys and adventures cautiously, and always with careful preparation. In fact, Guardians might be thought of as the cornerstone temperament, as they are the solid citizens given to



Keep in mind, you are not defining your customer's character or target market with this decision. You are simply defining how you want them to perceive YOUR business in an instant. establishing and upholding society's most important institutions: not only homes and families, but schools, churches, hospitals, businesses, and communities.

In a nutshell, Guardians are concerned with protection and taking care of people.

<u>Artisans</u>

Artisans seek adventure. They respond to the external world of solid objects that can be made and manipulated, and to real-life events that can be experienced in the here-and-now. Artisans are born for action, particularly for artful action—making free, spontaneous maneuvers that get quick, effective results. With an instinctive ability to come up with just the right move at just the right time, Artisans display a natural talent for all the arts—not only the fine arts but also the dramatic, athletic, military, political, and financial arts. Think about who the most famous painters, musicians, actors, athletes, politicians, warriors, and dealmakers are—they're all clearly persons of action in the moment.

In a nutshell, Artisans are concerned with experiencing fun, freedom, and adventure.

Idealists

Idealists seek to grow as individuals and then apply that wisdom to the greater good. They believe that friendly cooperation is the best way for people to achieve their goals. They dream of removing the walls of conflict and selfishness that divide people. Idealists can and do get upset about harming an insect, but they care even more deeply about being kind to their fellow men and helping them along life's journey. Idealists might even be thought of as the personal growth temperament, for they are passionate not only about becoming better human beings themselves, but also about nurturing personal development in their family members, in their friends, colleagues, students, parishioners, patients, and customers-as well as in their communities, even in the world at large.

In a nutshell, Idealists are concerned with an individual's growth for the good of all.

Rationalists

Rationalists are problem-solvers. Rationalists seek to comprehend the natural world and its complexity. They develop ideas and build devices to solve problems so they can continue toward their goal. They are the technology temperament. Rationalists instinctively look for technological ways and means of overcoming obstacles. They have a powerful desire to understand how things work, how to do things, and particularly how to build things. Rationalists begin their search for technological know-how early on, as soon as they have language for questioning. And for the rest of their lives, they continue to investigate the patterns of the world.

In a nutshell, Rationalists are concerned with developing systems to solve problems.

Modern culture frequently spotlights these personality types. In the book PEOPLE PATTERNS, Stephen Montgomery points out these examples:

In the WIZARD OF OZ, of the four main characters:

Dorothy would be the Guardian. The Coward Lion would be the Artisan. The Tin Man would be the Idealist. The Scarecrow would be the Rationalist.

In the hit TV series, SEX AND THE CITY:

Charlotte would be the Guardian. Samantha would be the Artisan. Carrie would be the Idealist. Miranda would be the Rationalist.

"You cannot dream yourself into a character; you must hammer and forge yourself one."—James A. Froude

Knowing your own personal character type may assist you in selecting a character type for your business. Please note, it is not necessary that your brand have the same character type as you. The character you choose for your business should serve your Brand Statement and the vision you have for your business, division, or product.

Please keep in mind the perspective that with this process you are developing a brand for your business. While we may touch upon things that are personal, such as what your personal character type is, you are indeed creating the external communication for your business.

At this point in the process, you are focused in defining the character of your brand so it can be easily recognized. Just like the guy at the party with the lampshade on his head. Remember, this is just one part of the identity of your brand.

To benefit from your chosen character type, you must put it into action by bringing influences of your brand character into your tools of communication.

To offer direction in how this Character type will manifest in your brand c o m m u n i c a t i o n s, compare and select the t e m p e r a m e n t characteristics, interests, and design targets that resonate with your brand for the Type you selected.



and PLEASE UNDERSTAND ME II by David Keirsey

ME

WHO ARE YOU...REALLY

For a point of reference, you can learn who you are by taking the FREE online character temperament assessment at: www.advisorteam.com.



CHARACTER TEMPERAMENT:

<u>The Guardian</u> Responsible, Helpful, Hard-working, Sociable, Loyal, Stable, Traditional, Law-abiding

<u>The Artisan</u> Playful, Optimistic, Sensual, Unconventional, Daring, Impulsive, Excitable, Adaptable

The Idealist

Enthusiastic, Romantic, Intuitive, Kind-hearted, Intense, Authentic, Symbolic, Inspiring

<u>The Rationalist</u> Pragmatic, Skeptical, Analytical, Independent, Strong-willed, Logical, Even-tempered, Curious

CHARACTER STYLE:

The Guardian

No hard sells; stay personal and amiable with a win/win result orientation. They need to know you will deliver on what you promise. Give them proof.

The Artisan

Don't bother them with the bottom line or facts and figures. Use sense of humor and third-party endorsements.

<u>The Idealist</u>

They seek harmony and balance in all things as they see the good in everything. They have a hard time making decisions. Tell them how this benefits more people than just them.

The Rationalist

Provide detailed and accurate analysis, maintain high standards. Focus on the bottom line. Offer alternative choices. Give facts in a logical flow.

CHARACTER AREAS OF INTEREST:

The Guardian

Business & Economy Government Society & Culture Health Arts and Crafts Sports Agriculture History Geography Politics Homemaking Advice Education Collectibles Food and Drink Television Weather Real Estate Home and Garden

<u>The Artisan</u>

Entertainment News and Media Recreation & Sports Music Crafts Military Photography Animals, Insects, and Pets Travel Computer Games Sculpture

<u>The Idealist</u>

Arts & Humanities Education Personal Growth Social Science Issues and Causes Philanthropy Religion and Spirituality Literature Mythology and Folklore Theater Mysticism Performing Arts Epicureanism Fashion and Beauty Beauty Pageants Diets Fitness Shopping Radio Cooking Dining Celebrities Visual Arts

Music New Age Languages Horror Linguistics Mystery Acting Teaching Journalism Writing

SPOT ON CHARACTER

Use character temperament, style, and interest to help you make your decision as well as be your guide to be sure you are communicating it throughout your brand experience.



The Rationalist

- Computers & Internet Science Philosophy Information Technology Mathematics Architecture Engineering Science Fiction Politics
- Military History Politics Political Science Psychology Weird News Strategy Games Paranormal Phenomena Classics

For guided examples for each step of the process be sure to listen to your BRAND POVVER[™] Audio CDs.

CHARACTER-DEFINING MOMENT

List at least three selections from each of the following categories:

Which character type have you selected for this brand?

CHARACTER TEMPERAMENT:

Ι.			
2			
Ζ.			
3.			

CHARACTER STYLE:

Ι.			
2.			
2			
3.			

CHARACTER AREAS OF INTEREST:

Ι.		
2.	 	
3.		



If you have decided to use your personal character type for your brand, you may find that illuminating your personality will allow your special qualities to shine through and improve the way you communicate it to your customers. On the other hand, you may find that your brand possesses a personality of its own. This means you get the opportunity to undertake the exciting creative process of defining a unique persona for business. When you create and communicate your brand's character you are able to captivate your customers with its story.

REFINE YOUR BRAND CHARACTER

To further assist you in communicating this character, please take a moment to list three (3) items in each of the media categories below that would appeal to your chosen business character. Be as specific as possible. Example: Instead of Classical music write Mozart. Instead of Science Fiction write Star Wars.

(If you are unsure, use the Areas of Interest list previously provided.)

MAGAZINES OR NEWSPAPERS:

<u>I.</u>	
2.	
3.	
MOVIES:	
<u>I.</u>	
2.	
3.	

TELEVISION SHOWS:

l.			
2.			
3.			

BOOKS:

<u>I.</u>	 	
2.		
3.		



MUSIC:

Ι.			
2.			
3			
5.			

CHARACTERISTICALLY SPEAKING

To assist you in starting to think and speak from your chosen character, please complete the following;

In your own words, describe the sure signs of your chosen brand's character type:

Please write one sentence to **describe the major benefit of your chosen brand's character to your potential customers**: "Nature magically suits a man to his fortunes by making them the fruit of his character." RALPH WALDO EMERSON



There you have it. You have just taken the first step in making your business come alive in the eyes of your customers. You have given the soul of your business, captured in your brand statement, an instantly recognizable face.

From this point on, please remember to keep this chosen character perspective in the back of your mind when proceeding through this process for the business, division, or product that you are branding as well as when you are hiring people to interface directly with your customer, when you are creating products, and when you are communicating those products to your customers —and be consistent with your use.

While the clarity of knowing the character of your business is powerful in and of itself, just knowing it alone is not enough. You're not alone! For additional support go to use the BRAND POWER[™] Resource Data Disc to log onto the BRAND POWER[™] Resource Center to access support via the Discussion Forum, download Power Tools and more resources.



LANGUAGE

THE POWER OF WORDS

Imagine a silent world where no words are ever spoken. Imagine a blank page whose empty space is never filled. Without language, no civilization could ever flourish.

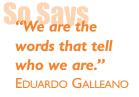
Words and their meanings and combinations can be radiant, evocative, mysterious, intense, or refreshing. They will give a specific and unique voice to your brand so that it resonates with your customers and sets the tone of what they will come to rely on you for through your products and services. To do that you must engage them with language that highlights your brand's unique qualities and core values.

Language in its most basic form is:

- the human use of spoken or written words as a communication system
- the verbal style by which people use to express themselves

In his three-level "hierarchy of communication," scholar and communications theorist Marshall McLuhan places words at the top level, symbols and signs at the next level, and color at the bottom, where it functions in the subconscious.

Big brands wield words with finesse and precision. With the steps to define your language, so can you. Precise brand language can cut through your customer's consciousness and connect to their deepest emotions. Think of all the words that shape your business image in brochures, websites, press



releases, taglines, marketing statements, and even the company's name. Every communication is a chance to imprint your brand in the minds and the hearts of your customers. You are now entering the most powerful and challenging part of the BRAND POWER[™] process.

The powerful part of defining your business language is the fact that people react according to the words you use, whether you've taken time to define them or not. The power to command with your language always exists. This power extends to your customers through you via your products and the people on your team.

"The basic tool for the manipulation of reality is the manipulation of words. If you can control the meaning of words, you can control the people who must use the words." —Philip K. Dick, DO ANDROIDS DREAM OF ELECTRIC SHEEP

The challenging part of defining your business language is the fact that most business owners develop the habit of basing their business communications on external influences or in most cases a guess. They toss out their ideas of what to call their business or product and hope for a positive reaction from the person they are talking to. If it's a good enough connection it sticks.

The inherent challenge with defining your brand's language is two-fold.

First, shortly after coming up with the idea for your business, division, or product, you were faced with the challenge of communicating it so that someone else could understand it. You would find yourself in a situation where you would be face to face with a person and you needed words to express your business.

Typically you would go into the blank space in your mind and you'd...guess. You reach up and grasp the best words that come to you in that moment. You share these words with the person in front of you, they nod, you believe communication was made and your job is done.

This leads to the second challenge—this guess then becomes a habit. Since these words seem to have



done the trick in communicating your business to someone else, you start using them again and again, thus forming the habit of your business' communication. The real problem is you've developed a habit based on a guess. Without first going through the steps of truly determining what you really mean, it is impossible to determine the language that best communicates it.

As you dive into this portion of the BRAND POWER^M process, it's vitally important that you release the habit of how you've been communicating your business. Set it aside and immerse yourself freely in the steps of the C.L.I.C.^M language process.

It's also important that you fully allow yourself to complete each step in this section in the order it is presented to you. Each step yields results upon which the next step is built.

Don't rush through this section. Of all steps in this process, this is the one where you must give yourself the space to explore, to dream, to extend your communication beyond what you know today. By giving yourself the time to let the answers crystallize in you, you will be giving yourself a big enough communication container to grow into.

Most important, don't be too hard on yourself. Getting extremely clear on what you mean is one of the most challenging things to do, especially in a world where marketing messages are being directed at you as a consumer at an alarming rate, particularly when you are making something solid out of the gas of your idea.

To make your communication the most clear it can be, we use the four dimensional filters of Unified Conscious Development (UCD) to assist you in defining your brand's language. Taking your words through these four dimensions will ensure that your spoken and unspoken communication is whole and resonates with your customers instantly.

"First learn the meaning of what you say, and then speak." EPICTETUS

Persevere through each step of language and you will gain a power at the other end of this section like no other. It simply takes introspection, opening, action, and your commitment.

> "Did is a word of achievement. Won't is a word of retreat. Might is a word of bereavement. Can't is a word of defeat. Ought is a word of duty. Try is a word of each hour. Will is a word of beauty. Can is a word of power." —Unknown Author

TWO FORMS OF LANGUAGE

With C.L.I.C.^m we separate language into two distinct and separate forms that work separately and together to form the entire basis of your external communication. Both are important in forming an experience for your business. These two forms are spoken and unspoken.

We refer to your <u>spoken language</u> as your <u>Key Words</u>.

We refer to your <u>unspoken language</u> as your <u>Walk-Away Impression</u>s.

TWO KINDS OF LANGUAGE

Spoken and unspoken. Both are equally important in the communication of the experience of your business brand.



Key Words are the critical words that form the basis of all core communication that comes from the mouth of the brand. These words form the specific emotional brush strokes of your business.

They inform business names, product names, taglines, marketing statements, marketing text, and specific points of communication. It's what the brand says about the brand to make customers pay attention. These are the words that get their emotional awareness and make them want to walk through your brand door.

"Words are, of course, the most powerful drug used by mankind."—Rudyard Kipling

Key Words relate what your business does, what your customer gets from it, and why they should buy it from you.

Key Words are the source from which all other spoken or written communications flow. Once



What your customers say about your business is far more powerful than anything the brand will say about itself. you define them, they must be spoken or written and used in all your business materials. They inform your names (company and product), tagline, and marketing language. They can also guide you in the content creation as well.

Walk-Away Impressions are the words that are never spoken or written by your brand yet they influence all the external communication in your business. They describe the emotions that you want your customers to experience when they buy your product or service. You actually have the power to craft what they feel. Don't wait for a testimonial to determine what impact you have on your customers. Instead, define what you want it to be. Take control of the connection you have with all who come into contact with your brand, and enable the testimonials you want from your brand.

"A brand is what people say about you when you aren't in the room." —Jeff Bezos, Amazon.com

Walk-Away words will NEVER be printed or spoken by the brand. They evoke the qualities you desire your customers to walk away with but you have not written or spoken them yourself. Often these are the words that if spoken by your brand about itself will seem too boastful or will cause some doubt in your customer because the word offers a promise too big to believe without proof.

These words inform your intention, logo, layout, visuals, colors, sound, sight—every experience your customers have with you. Stating them directly to your customers diminishes the power of the experience they will have with them. Just as the best dialogue in the movie is never "on-the-nose," your communications should evoke the qualities you desire rather than directly state them.

Your Walk-Away Impressions encompass all aspects of the customers' experience: visual, sound, touch, emotion. They also inform all design decisions including the paper used for printing, music played on your phone machine, the layout in

A DIFFERENT KIND OF KEYWORD

The use of Key Words in this branding process is not the same as keywords as they are used on the Internet to determine what customers are searching for on the Web.



marketing materials, the look of your website, and the colors of your brand.

Do this well and your Walk-Away Impression becomes your word on the street, and it will make the difference in your business being around for five years of fifty years.

LET YOUR WORDS FLOW

As opposed to the brand statement when you were defining communication for yourself internally, it's now time to throw open your windows. The marketing-speak "gloves" are off. Now it is time to express without limitation. It's time to develop your communication so that customers pay attention to you, starting with the words that your brand says about itself: your Key Words.

To arrive at your Key Words, you will begin by listing forty (40) to sixty (60) specific words that you would like to associate with your business/product or how you do it. The more specific and less general you are the better. These words can be nouns, verbs, adjectives, or adverbs.

To the best of your ability, try to list single words instead of compound words. Single words will allow you to evoke an emotional response from your customer. Compound words will cause your customer to enter into an intellectual state to comprehend what the combination of these words means. Since customers buy on an emotional level, putting them into an intellectual state can unintentionally take them away from a buying instinct. For example, "innovative" versus "out-ofthe-box." "Innovative" causes an instant emotional response, while "out-of-the-box" causes you to think about what those words mean together. Once you allow your customer to enter his mind, you've lost some emotional juice, and your customer's mind may talk him out of buying from you. When listing your words, avoid negative words. Instead search for their positive counterparts. For example, replace "conflict" with "connection."

Allow yourself the freedom to think of all the words you wish to associate with your business. Be sure that you allow these words to cover the width of your vision for this brand. Don't just think of words that relate to what you do today. You are defining a brand that will take you beyond today. Make sure your list of words reflects where you are growing. Take your time and allow yourself to be thorough.

Empty your mind of all you've thought about your business in the past. Read your Brand Statement before starting this list and

use it as your point of reference.

List the single words that are essential—critical—to your brand. The words you just couldn't live without sharing. Think small and specific. Think big and broad.

"Through imagination, we can visualize the uncreated

"A desire to buy something often involves a subconscious decision. I claim that 95 percent of buying decisions are indeed subconscious." JOE SUGARMAN

worlds of potential that lie within us. Through conscience, we can come in contact with universal laws or principles with our own singular talents and avenues of contribution, and with the personal guidelines within which we can most effectively develop them. Combined with self-awareness, these two endowments empower us to write our own script."—Stephen R. Covey, THE SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE



Here is some help you get your words flowing:

What do your customers get from your business?

How do they get it?

Why do they want it?

What are the immediate, tangible benefits you give your customers?

What are the intangible benefits you give to your customers in the long term?

What are the short and long term effects of your brand?

How is it delivered to your customers?

How is your philosophy expressed through what you do?

What words encompass your belief system?

How or why does your brand display those beliefs?

What is your methodology?

Why and how do you do what you do?

If your brand were a living, breathing person how would they describe their personality, goals, and lifestyle?

Speak from the character you have identified with your brand. Be sure to dig deep into your own experience and include what you have learned or discovered on your path so far as well.

Enter your potential Key Words:

(Remember you are aiming for 40-60 words to start your Keyword consideration list.)

WORD	CATEGORY	WORD	CATEGORY
SENTENCE		SENTENCE	
WORD	CATEGORY	WORD	CATEGORY
SENTENCE	<u> </u>	SENTENCE	
WORD	CATEGORY	WORD	CATEGORY
SENTENCE		SENTENCE	
WORD	CATEGORY	WORD	CATEGORY
SENTENCE		SENTENCE	
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WORD	CATEGORY	WORD	CATEGORY
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WORD	CATEGORY	WORD	CATEGORY
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WORD	CATEGORY	WORD	CATEGORY
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WORD	CATEGORY	WORD	CATEGORY
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WORD	CATEGORY	WORD	CATEGORY
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WORD	CATEGORY	WORD	CATEGORY
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WORD	CATEGORY	WORD	CATEGORY
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SENTENCE		SENTENCE	I
WORD	CATEGORY	WORD	CATEGORY
SENTENCE	I	SENTENCE	I



TO SPEAK OR NOT TO SPEAK

Great. Before you continue in determining your Key Words, it is important to make sure the words on your list are indeed Key Words. Often in this initial list Walk-Away Impression words will inadvertently surface.

To assist you in removing any potential Walk-Away Impression words from this list, for each word write a simple sentence in the box below your word on pages 72-76. No need to get fancy. Simply express the word in the essence of your intended use.

Ask yourself for each word in your potential Key Word list that you have begun with the words in the boxes on the previous five pages,

"Is this word <u>more powerful for my</u> <u>brand to say about itself</u> OR is it <u>more</u> <u>powerful for customers to discover this</u> <u>for themselves</u>? "

Another way to determine if a word is a potential Key Word is if you are able to reasonably prove the idea represented by the word, literally or extrapolated, up front in your communication.

If you decide the word is better suited for the brand to say about itself to get customers in the door, then it stays on this Key Word consideration list.

If you decide that the word is better suited for your customers to discover when they walk away from your brand and tell you the word in the form of testimonials or tell other people in the form of recommendations then it should be considered as a potential Walk-Away Impression. If this is the case, it should be moved to start your Walk-Away List. If you discover any Walk-Away Impressions in this initial stage of the process, simply cross it off on the previous pages and transfer it to page 90 now.

MAKING A CHOICE

Once you are confident that the words in this list are indeed to be considered for use as your Key Words, it's time to determine your intention for each word as it fits into the whole story to elicit an immediate emotional response from your customer. This is accomplished by speaking and writing from all of the four dimensions outlined in UCD.

You will now sort your potential Key Words into the four categories that correspond to the four dimensions of UCD to ensure that you have a balanced list.

For each word on your potential Key Word list ask yourself,

"Is this <u>what your customer gets</u> from your brand, OR is it the <u>way your brand gives it</u>?"

If you decide that the word is more powerful as the answer to "<u>what your customers gets</u>," it will either go under the category of **Delivery** or **Impact**.

If you decide that the word is more powerful as the answer to the "<u>way your brand gives it</u>," it will either go under the category of **Philosophy** or **Concept**.

When going through the words on your Key Word consideration list, you may find that a word can be

used for both what your customer gets and how your brands gives it. This is quite true. What this process unfolds for you is the fact that the real power in your language comes from you deciding where the word is more powerful for you in its application in your business.



You're not alone! For additional support go to www.BrandU.com and click on support.



OVERVIEW OF THE FOUR CATEGORIES OF KEY WORDS

What Your Customer Gets:

Impact: The intangible result of the tangible deliverable. [<u>Spirit</u> in BrandU[®] Bible first edition]

Delivery: The tangible deliverable that your customers receive from you. [<u>Manifestation</u> in BrandU[®] Bible first edition]

Note: You cannot have one without the other.

The Way Your Brand Delivers It:

Philosophy: Your fixed foundational belief, the "WHY" behind you that fuels your business. [*Idea in BrandU*[®] *Bible first edition*]



For guided examples for each step of the process be sure to listen to your BRAND POWER™ Audio CDs.

HOW THESE FOUR CATEGORIES CORRESPOND TO UCD:

Impact (I)

The larger universal connection; the power behind what you do. This is the intangible result the customer gets. UCD Filter: Connection

Concept (C)

Flexible thinking or demeanor. This is the way you give the product to the customer. UCD Filter: Feeling

Philosophy (P)

Your personal way of thinking that can always be relied upon. It is a fixed belief. This is why the customer gets the product. UCD Filter:Thought

Delivery (**D**)

A real world action or result. This is the tangible result the customer gets. *UCD Filter: Nature*

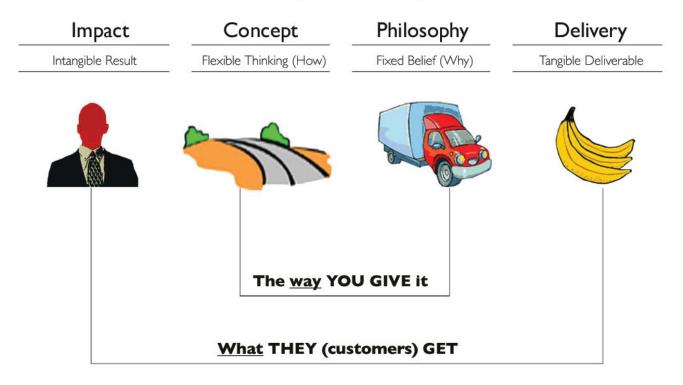
Another way to comprehend these four categories is: Impact and Delivery can be seen as the commodity offering of your business due to the fact that other businesses may offer these as well. Your uniqueness lies in your Concept and Philosophy words. The Concept word is your "how" and the Philosophy word is your "why."

To assist you in gaining greater understanding in filtering your words into the four categories please use the Banana Map diagram on the following page as your guide.



Banana Map

(Understanding Keywords through UCD)



SORTING YOUR KEYWORDS:

Based on your simple-use sentence for each of the remaining potential Key Words in the boxes on pages 72 - 76, follow these simple steps to categorize them into the four dimensions of UCD:

- I.With each sentence, ask yourself is it "what they get" or the "way you give it?"
- 2. If the word describes "what customers get," is it more powerful in your application of it as <u>tangible</u> OR <u>intangible</u>?

If you determine the word is more powerful as "<u>intangible</u>" then assign it an (**I**) for **Impact** in the box for category.

If you determine the word is more powerful as "tangible" then assign it a (**D**) for **Delivery** in the box for category. For instance, is it tangible (bananas) or intangible (nourishment). Note: Every tangible word must have an intangible result. And every intangible word must have a tangible deliverable.

3. If the word describes "the way your brand gives it," then you must decide if it's more powerful in your application of it to describe "<u>why</u>" you give it or is it more powerful to describe "<u>how</u>" you give it.

If you determine the word is more powerful to describe "<u>how</u>" you give it then assign it a (**C**) **Concept** in the box for category.

If you determine the word is more powerful to describe "<u>why</u>" you give it then assign it a (**P**) **Philosophy** in the box for category.



For instance, considering the Key Word "innovation," a technology company may have a driving, fixed belief that human progress relies on innovation. In the case of this company, "innovation" will fall into the Philosophy (P) category. Another company, let's say a special events company, may be constantly evolving its style, presentation, or attitude, demonstrating flexible thinking. In this case, for this company, "innovation" will fall into the Concept (C) category.

Please note that any word can be put into any category. How you intend the word and how you apply it is up to you. For this process to deliver you the most power, you must put a word in one category only. We have learned over many years in using this process with thousands of entrepreneurs that putting a word in more than one category is the same as not making a choice. By delaying your choice you are delaying the power.

TIP

Allow yourself time to discover any words that may have been missed or taken for granted in your initial list of potential Key Words.



4. Weed out any duplicate words and give yourself the time to discover any words that are missing from your initial Key Word consideration list.

It's vital to allow yourself time to discover any words that may have been missed or taken for granted in your initial list of potential Key Words. Be sure to check if any newly added words should be considered a Walk-Away Impression.

- 5. In the appropriate boxes on pages 72 76, mark your selected dimensional category for each potemtial Key Word with an "I," "C," "P," or "D".
- 6. Make sure each category contains at least four words before moving on to the next step. If you have less than four in each category, go through the steps again to discover more Key Words for consideration.



DEFINING & PRIORITIZING YOUR KEY WORDS:

Please copy the categorized words onto the chart below:

Ρ	<u>Impact</u>	P	<u>Concept</u>	Ρ	Philosophy	P	<u>Delivery</u>

Congratulations. You have completed putting your potential Key Words into their appropriate categories. Now, with your complete understanding of the intention for your meaning for each Key Word, prioritize them in the order of most important to least important under the column marked with "P". Use a pencil as you do this step. You may need to shuffle your priority around. The number "I" is your most important word and the highest number in the category is the least important. *Note: There can only be one of each number*.

At this point, it's also important to bring back the "I Should Hope So" box that you used in the brand statement creation. While you are considering your prioritization of these words you may want to deem less than vital Key Words an "I Should Hope So."



"I Should Hope So" words in this case are words that do not convey the importance of what your business gives your customers, do not describe your unique way of how you deliver it, or do not communicate a powerful WHY behind you. Often they are too obvious, too general, or too vague. Words like "professional," "timely," and "dependable" are likely to fall into this basket. Cross any "I Should Hope So" words off your Key Word list on page 81.

Once again, you have the power to determine the meaning of the word in the context of your business. Imagine a company that spent a hundred years developing a product that is defined by its dependable performance (such as a medical device). In this context, the message of the word "dependable" transforms from ordinary to unique. Only you know the importance of your words as they apply to your brand.

Now it's time to connect these words in reference to your customers. Since you will be using your Key Words in marketing speak to move your customers to buy from you, it's important know the commonly held understanding of the words.

To gain this understanding, look up the dictionary definitions for the top four Key Words in each of

the four categories. We recommend that you use a minimum of three (3) different sources to develop a full understanding of each of these sixteen (16) words.

You may find once you look up the definitions of these sixteen (16) words that they have a different meaning than you intend. Even subtle nuances can change the meaning of a word.

Once you have gained a thorough understanding of each of your top potential Key Words, confirm or reorder your priority within each category.

Be sure to read your brand statement to make sure your final Key Words support your decision.

Ta da! The number-one word in each category will serve as your final four (4) Key Words.

To ensure that your brand message in both spoken and written form is whole, you should aim to include all four of your Key Words' dimensions each time you communicate with your customers.

To ensure that your communication is precise, you should aim to use these words consistently in all your spoken and written communication.



For guided examples for each step of the process be sure to listen to your BRAND POVVER[™] Audio CDs.





COMPLETING YOUR KEYWORDS:

To add variation to your Key Words, without veering off their meaning, write your top four Key Words below, along with five (5) to ten (10) definitions and five to ten synonyms for each top Key Word:

Impact (Intangible Result Your Customers Get)

FINAL WORD:

DEFINITIONS:

<u>I.</u>	6.
2.	7.
3.	8.
4.	9.
5.	10.



Concept (How Your Brand Delivers It)

FINAL WORD:

DEFINITIONS:

SYNONYMS:

<u>l.</u>	6.
2.	7.
3.	8.
4.	9.
5.	10.



You're not alone! For additional support go to www.BrandU.com and click on support.



Philosophy (Why Your Brand Delivers It)

FINAL WORD:

DEFINITIONS:

<u>I.</u>	6.
2.	7.
3.	8.
4.	9.
5.	10.





Delivery (Tangible Result Your Customers Get)

FINAL WORD:

DEFINITIONS:

SYNONYMS:

Ι.			
2.			
3.			
4.			
5.			

6. 7. 8. 9. 10.

You may use these Key Word synonyms interchangeably with your Key Words wherever you feel it's appropriate to vary your message without changing your meaning.

Your Key Words and the three remaining words in each category can be used to create content to support the marketing of your brand. Special reports, stories, position pieces, white papers, books, etc. can be derived from your top four Key Words in each category. This will enable you to communicate in a purely holistic way the essence of why your brand exists.

Congratulations, you now own the meaning and application of your spoken and written language. Your spoken language is no longer based on a guess.

You may wish to explore the hidden power of language further with the following books: ADVERTISING SECRETS OF THE WRITTEN WORD by Joseph Sugarman and Dick Hafer, and PHRASES THAT SELL by Edward Werz and Sally Germain.



USING YOUR KEY WORDS

While you previously wrote a fast and simple sentence to check the use of the each prospective Key Word, now it's time to put your chosen Key Words to work. Write two (2) to four (4) marketing sentences for your top Key Word in each category. Make sure you use the word in these sentences in the meaning you assigned them by putting them into the categories.

For instance, if "connection" is your Key Word for Delivery (D), your sentence must use the word "connection," as it is something your customers get.

Example:

Imagine the connection you'll experience with the ones you love.

Remember Delivery (D) and Impact (I) are what your customer gets. Philosophy (P) is why you do it, and Concept (C) is how you do it.

Use each Key Word in a sentence using your best marketing-speak. Imagine you are speaking to a potential customer and you're expressing the most important words to them, your Key Words.

It may help to incorporate a "hook" that captures your customers' attention.

HOOK WORDS AND PHRASES

Imagine Picture this... Envision Discover Think of... Consider Suppose If you could....would you? Have you wondered...? Do you wish...? May we suggest...? Have you heard...? Did you know...? Do you think...? When you're considering... Now, you can realize...



ADVERTISING SECRETS OF THE WRITTEN WORD by Joe Sugarman

PHRASES THAT SELL by Edward Werz and Sally Germain

USE YOUR LEFTOVER WORDS

Even though you select only one top word in each category as your final four Key Words, you can use the other top three words to inform content and product direction.



KEY WORD SENTENCES:

Impact (Intangible Result Your Customers Get)

Concept (How Your Brand Delivers It)

Philosophy (Why Your Brand Delivers It)



Delivery (Tangible Result Your Customers Get)



What your customers say about your business is far more powerful than anything the brand will say about itself.

CREATING MAGIC WITH WALK-AWAY IMPRESSIONS

At the beginning of language we divided language into two parts. It's now time to turn your attention to the words that your customers will never hear or read, but instead they will feel.

Walk-Away Impressions raise the bar on the importance of your Key Words. These powerful words define the emotional impact you want to create for your customers. While you will never speak or write these words, they are far more powerful than anything the brand can ever say about itself because they elicit an emotional response.

It's important to bring your attention to the fact that you should be clear that your final Walk-Away Impression words will not be written or spoken by the brand, but will come out in the experience of your brand—including your visuals such as your logo, collateral, packaging, and website. Please keep this in mind while you are considering these very important words.

"Marketing specialists know that people don't act for logical reasons, but for emotional ones. Emotion has power. Emotion also has the power to create what you want. Find within yourself what it will feel like to have, be, or do the thing you want, and you will begin to manifest the thing you want. The energy in the emotion will work to pull you toward the thing you want while also pulling the thing you want toward you." —Joe Vitale, THE ATTRACTOR FACTOR

The common form that Walk-Away Impressions may take on in your business currently is in the testimonials you receive from your customers. They are expressed in unseen ways, such as the layout of your materials, your music, your colors, and other tools that color your customer's experience. This is where you will pick up the words that you transferred off your Key Word list.



Enter your potential Walk Away Impressions:

(Remember you are aiming for 30 -40 words for your Walk Away Impression consideration list.)

WORD	CATEGORY	WORD	CATEGORY
Word	CATEGORY	WORD	CATEGORY
		WORD	C. ALCONA
WORD	CATEGORY	WORD	CATEGORY
WORD	CATEGORY	WORD	CATEGORY
Word	CATEGORY	WORD	CATEGORY
WORD	CATEGORY	WORD	CATEGORY
WORD	CATEGORY	WORD	CATEGORY
WORD	CATEGORY	WORD	CATEGORY
WORD	CATEGORY	WORD	CATEGORY
WORD	CATEGORY	WORD	CATEGORY
WORD	CATEGORY	WORD	CATEGORY
Word	CATEGORY	WORD	CATEGORY
Word	CATEGORY	WORD	CATEGORY
WORD	CATEGORY	WORD	CATEGORY
WORD	CATEGORY	WORD	CATEGORY
Word	CATEGORY	WORD	CATEGORY
WORD	CATEGORY	WORD	CATEGORY



CATEGOR
CATEGOR
I
CATEGOR

Let's expand your Walk-Away Impressions list. Think of this step as if you were writing dialogue in a short story. The setting is a Starbucks Coffee bar (or your favorite coffee bar) and several of your customers have met by happenstance in line. They begin to converse and discover they all have had contact with your company as a customer or potential customer. Each will use specific adjectives to describe their contact. You would want them to all say consistent things. Remember, you are defining your brand completely. You have the power to control how your brand is perceived and what you want your customers to say about it. But first you have to know what you want them to feel.

"There is no meaning to life except the meaning man gives his life by the unfolding of his powers."—Erich Fromm

What words would you want them to say when speaking about your products or services?

If you find it challenging to come up with additional words, on a separate piece of paper write down sentences that you would like to over hear your customers say if you were a fly on the wall.

Examples:

"I just ate at _____ restaurant and the food was <u>evocative</u>."

WORD	CATEGORY
WORD	CATEGORY
WORD	Child Child
WORD	CATEGORY

"I just finished a book by _____ and it was <u>inspiring</u>."

"After working with the coaches at _____ ____ my life is completely <u>transformed</u>."

After you've written down these sentences, search for the vital word in each sentence and transfer it to your potential Walk-Away Impression list.

Examples:

- evocative
- inspiring
- transformed

Review the words on your potential Walk-Away Impressions list with the following criteria:

Are you sure this word describes the unspoken impression you want to make on the customer?

Is it powerful enough to qualify as a Walk-Away Word?

How does it stack up against its corresponding Key Word?

Weed out duplicates or words that no longer hold true for you.

DON'T FORGET THE BOX

Don't forget to use "I Should Hope So" to filter out words that are too obvious, too general, too vague, or words that do not raise the bar on what you want your customers to feel.



Use words that have a lasting or visual impression. Stay away from adjectives like nice, professional, dependable, likeable, etc. and other words that fall into the obvious "I Should Hope So" basket.

Be sure you have at least thirty (30) potential Walk-Away Impression words to consider before moving forward. Again, make sure these words are more powerful to be felt rather than the brand writing or saying them.

OVERVIEW OF THE FOUR CATEGORIES OF WALK-AWAY IMPRESSIONS:

What Your Customer Says About Themself as a Result of Contact with Your Brand:

Purpose: This is the highest impact that you want customers to have by buying or experiencing your product or service. Purpose raises the bar on your 'Impact' Key Word.

What Customers Say About Any Extension of Your Brand:

Trait: A naturally occurring attribute of you or the entire lead team. This happens almost by accident as a by-product of who you are as an individual or as a group.



For guided examples for each step of the process be sure to listen to your BRAND POVVER[™] Audio CDs.

Belief: Your fixed core foundational belief, the "WHY" that fuels your business. This happens with the utmost focus and with great intention. Belief raises the bar on your 'Philosophy' Key Word. [Method in BrandU[®] Bible first edition] **Approach**: Your flexible manner of thinking, the "HOW" that colors the experience. This happens with some focus and with some intention. Approachraises the bar on your 'Concept' Key Word.

HOW THESE FOUR CATEGORIES CORRESPOND TO UCD:

Purpose (P)

Your highest and ultimate goal or intended outcome. What the customer will say about what they received in their life from your business. Ups the stakes of the 'Impact' Key Word. UCD *Filter: Connection*

Trait (T)

A particular characteristic or quality that distinguishes you and is naturally occurring. It just is. It requires no thought or effort. Same dimension as your 'Delivery' Key Word. *UCD Filter: Nature*

Belief (B)

Your fixed way of doing or solving something. This is your why, your fixed belief. It is something you do with great intention. It is a must. This word ups the stake of your 'Philosophy' Key Word. UCD Fllter: Thought

Approach (A)

Your unfixed way of doing something or carrying something out. It is fluid and flexible. It is a should. This word ups the stake of your 'Concept' Key Word. UCD Filter: Feeling

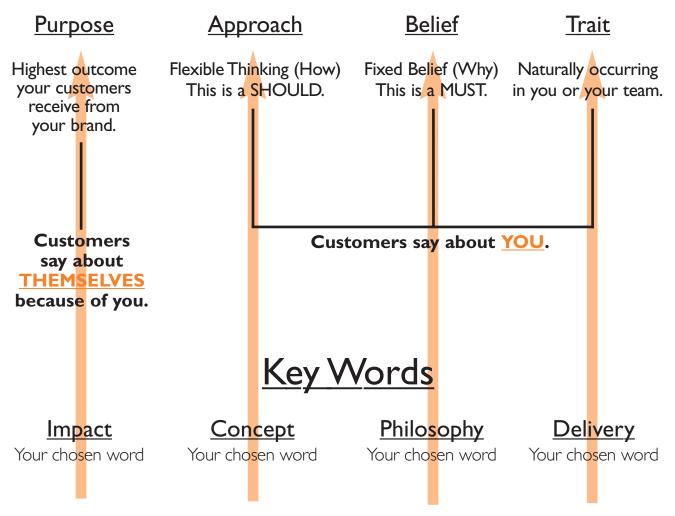
Although these categories have different names, they are the same four dimensions covered in Key Words. In fact, your Walk-Away Impressions raise the bar on your Key Words.

To assist you in gaining greater understanding in filtering your words into the four categories please use the following diagram, Understanding Walk-Away Impressions, as your guide.



Walk Away Impressions at a Glance

(Understanding the Application of UCD)



SAME DIMENSIONS DIFFERENT NAMES

While the names for the four Walk Away Impression categories are different from the names for the Key Word categories they are in fact covering the same four dimensions.



SORTING YOUR WALK-AWAY IMPRESSIONS

To make sure your unspoken communication is whole, you will sort these potential Walk-Away Impression words into four (4) categories that correspond to the Four Dimensions of UCD.



What this process unfolds for you is the real power in your unspoken language— a power that comes from your decision on where the word belongs for you. I. For each word on this list, ask yourself, "Is this word more powerful for a customer to say about my brand (any extension) OR is it more powerful for a customer to say about himself as a result of their contact with my brand?"

2. Put the words that a customer says about himself as a result of their contact with your brand in the Purpose (P) category.

For the remaining words on your list, ask yourself:

3. Does the word represent a naturally occurring quality, something that you (or your team) does without any effort? If so, put the word into the Trait (T) category.

4. Does the word represent your fixed way of doing something, something you do with great intention? If so, put the word into the Belief (B) category.

5. Does the word represent your unfixed or flexible way of doing something, something you do with some intention? If so put the word in the



Approach (A) category. When going through the words on your Walk-Away Impression consideration list, you may find that a word can be used for both "what your customers say about your brand" and "what they say about themselves as a result." Again, this is true. What this process unfolds for you is the real power in your unspoken language—a power that comes from your decision on where the word belongs for you.

Once again, any word can be put into any category. How you intend the word and how you apply it is up to you. The power comes from your choice. You must put a word into one category only. Putting a word into more than one category is the same as not making a choice. By delaying your choice you are delaying the power.

Weed out any duplicate words and give yourself the time to discover any words that you discover are missing from your initial Walk-Away Impression consideration list.

Mark the category column for each word with "P," "A," "B," or "T" as appropriate.

Each of the four Walk-Away Impression categories should contain a minimum of at least four words. If you find you have fewer than four words for each one, repeat the process from the beginning to discover more potential Walk-Away Impressions words for consideration.



Defining & Prioritizing Your Walk-Away Impressions:

Copy your categorized words onto the chart below:

Р	Purpose	P	Approach	Р	<u>Belief</u>	P	<u>Trait</u>

You have now completed putting your potential Walk-Away Impression words into their appropriate categories.

Now, with your complete understanding of the intention for your meaning for each Walk-Away Impression, prioritize them in order from most important to least important. Use a pencil as you do this step as you may need to shuffle your priority around. (The number I is the most important; the highest number in the category is the least important). There can only be one of each number.

Again, at this point, it's important to bring back the "I Should Hope So" box that you used in the brand statement creation. While you are considering your prioritization of these words you may want to deem less than vital Walk-Away Impression words as "I Should Hope So."



Once again, "I Should Hope So" words in this case are words that do not convey the importance of what you want your customers to say about your brand or what you want them to say about themselves as a result of your brand. Often they are too obvious, too general, or too vague. Cross any "I Should Hope So" words off your Walk-Away Impressions list on page 95.

Once again, you have the power to determine the meaning of the word in the context of your business. Imagine a company that spent a hundred years developing a product that is defined by its dependable performance (such as a medical device). In this context, the message of the word "dependable" transforms from ordinary to unique. Only you know the importance of your words as they apply to your brand.

Prioritize your potential Walk-Away Impressions page 95.

Now it's time to connect these words in reference to your customers. Since you will be using your Walk-Away Impressions to shape your visuals and customer experience, it's important to know the commonly held understanding of the words.

To gain this understanding, look up the dictionary definitions for the top four Walk-Away Impressions in each of the four categories. We recommend that you use a minimum of three (3) different sources to develop a full understanding of each of these sixteen (16) words.

You may find once you look up the definitions of these sixteen (16) words that they have a different meaning than you intend. Even subtle nuances can change the meaning of a word.

Once you have gained a thorough understanding of each of your top potential Walk-Away Impressions, confirm or reorder your priority within in each category.



Be sure to read your brand statement to make sure your final Walk-Away Impressions support your decision.

Ta da! The number-one word in each category will serve as your final four (4) Walk-Away Impressions.

To ensure that your brand message in unspoken form is whole, you should aim to include all four of your Walk-Away Impression dimensions each time you communicate with your customers visually and experientially.

Since you will never be speaking or writing these unspoken words, you may use the synonyms of the Walk-Away Impressions to further inform the people on your team who provide or shape your visuals, and customer experience.

Write your top four Walk-Away Impressions on the next page, along with five (5) definitions for each word and three (3) synonyms:



Purpose (The Highest Impact You Want Your Customers to Have From your Business) FINAL WORD:

DEFINITIONS:

Ι.		
2.		
3.		





Approach (Your HOW That Customers Say About Your Brand)

FINAL WORD:

DEFINITIONS:

Ι.		
2		
Δ.		
3.		





Belief (Your WHY That Customers Say About Your Brand)

FINAL WORD:

DEFINITIONS:

1.			
n			
Ζ.			
3.			





Trait (Naturally Occurring Quality in You or Your Team)

FINAL WORD:

DEFINITIONS:

<u>I.</u>		
2.		
3.		





USING YOUR WALK-AWAY IMPRESSIONS

Your Brand Bible provides your employees, advisors, vendors, and the designers you hire with inspiration and a better understanding of how to make sure their work reflects the true nature of your brand. It will ensure that they have a clear idea of the emotional experience you want to give your customers. You also have a checklist to rate their work by, beyond a subjective hunch. With the unspoken rules of your Walk-Away Impressions, you have a guide to measure their work, if you use it.

Remember, your Walk-Away Impressions shape all of your visuals, including your logo, your collateral, your packaging, your website, your music, and much more. You will be using your selected Walk-Away Impressions to make decisions in Chapter Twelve.

"What you do speaks so loudly that I cannot hear what you say." —Ralph Waldo Emerson

The more power you give the Walk-Away Impressions, the more you will hear your customers say them about your business. You will be amazed when your clients actually repeat these words back to you when describing your business.

Congratulations, you have completed the Language step of C.L.I.C.[™] and now have your most powerful spoken and non-spoken language at your command.





You're not alone! For additional support go to use the BRAND POVVER[™] Resource Data Disc to log onto the BRAND POVVER[™] Resource Center to access support via the Discussion Forum, download Power Tools and more resources.



IMAGE

THE BRIGHT, SHINY CHERRY

Very often people think of a logo when they hear the word brand, just like a branding iron seared to the hide of cattle. After going through the previous steps in this process, you now realize a brand is so much more.

Nonetheless, your logo is an important tool in getting your customers to take notice and remember your brand. It's like the bright, shiny cherry on an ice cream sundae.

"Logos represent the most recognizable and, perhaps, the most important aspect of product or service branding. Like words, logos convey a sense of identity for an organization." — William L. Haig, Ph.D, THE POWER OF LOGOS

If a picture is worth a thousands words, you need to make sure your logo is speaking the right words for your brand.

With your brand statement, your character, and your Walk-Away Impressions, you now have the tools to make sure it does.

WHAT SHOULD A GOOD LOGO DO?

A logo takes all the communication elements of your brand and distills them into a single graphic presentation.

A big brand is born from a big vision. It doesn't matter how big you are now. What is more important is where are you growing? Make sure your image communicates as big as you can be. It has to be bigger than you ever thought—beyond what's comfortable. For some, it may be scary, but you can channel that energy positively and take your business confidently into the future when you are armed with the right tools. "An identity is the absolute bare-bones representation of a company. By definition, it has to be simple. You must be able to enlarge it and apply it to the side of a truck or a building; it has to emboss beautifully on a business card, work well on uniforms, and service a wide range of applications. It has to endure all these execution requirements." —William L. Haig, Ph.D, THE POWER OF LOGOS

Your logo may start simply as a presentation of your brand name. It may evolve to include a graphic or visual element. Logos may involve typeface, abstract emblems, or pictures.

Keep your Walk-Away Impressions in mind as you study the four concepts of a successful logo.

Communicates What You Do

A good logo is understandable and sophisticated. Avoid hitting your potential customer on the head with the obvious. If you paint houses, the obvious choice would be putting a piece of clip art in your logo showing a guy with a paint brush in his hand, or just a paint brush.

Sometimes, it doesn't even have to be a graphic image. Some logos are referred to as "type-driven." Think of Banana Republic. The logo is two words displayed in a specific font. Some industries are better served by just type and may seem too commercialized by the addition of a graphic image. Businesses well-served by type-driven logos include doctors, lawyers, CPAs, and fashion designers. Most of them use well developed and thought-out type-driven logos. One exception, Tommy Hilfiger is often considered very commercialized in the world of clothing design.



Sets a Tone

Back to the house-painting guy. What's the first thing you think of when handed a business card like that? Yes, it communicates the purpose of the business, but what impression does it give you? What's the quality of the company?

It says small, cheap, and lacking creativity. As a consumer on a budget you may be drawn to the 'cheap,' but think about the communication to your potential customers. Do you want them to think of your business as 'cheap?' Your image must convey the value of your business.

Tone is also set by characteristics of style. Tone may be defined as modern, old-fashioned, classical, futuristic, Art Deco, Retro Fifties, heavy, light, serious, whimsical. And so on.

Communicates What The User Will Get from Your Product or Service

What do people get from the product? We pass over specifics like "clean carpets" to capture the overall feeling customers experience. Most often it's a solution to a problem or a positive and empowering feeling about an issue your potential customer is facing.

Clean & Reproducible in a Variety of Media

Your logo needs to communicate all the above clearly and concisely and be reproducible in a variety of media: in your business cards & collateral, your website, newspaper and magazine ads, the Internet, and even your product packaging.

LOGO DECONSTRUCTION

Here's the break down of the BrandU[®] logo.





BrandU[®] is what the product does. It gives you the ability to define and command your communication with the power of a brand—yourself.



A dingbat is a graphic image that can be used for other purposes, such as bullet points, that support or refer back to your logo. Using the letter 'U' instead of the word 'you' accomplishes two things: one it's a play on university so it implies learning, and two, it is a derivation of you.

Turning the 'U' into a stencil communicates a structural form or process is that is defined by the application—like using a stencil to make a perfect letter.

The square shape of the stencil communicates both the four-dimensional nature of all BrandU[®] processes as well as the complete and fully-formed communications it enables.

The fingerprint communicates that your uniqueness will always shine through the process, and that the



by Anistatia R. Miller and Jared M. Brown

LOGOS MAKING A STRONG MARK by Anistatia Miller and Jared Brown process does not shape your business into something that it is not. does lt not put something on you; it allows your uniqueness to shine through. NOTE: This graphic also serves as a graphic dingbat for other uses.

Because of the bold type and the simple graphics, it easily communicates clearly and simply in many media.

SYMBOLS: THE BASIS OF LOGOS

Since the earliest times, humans have used symbols to inform, communicate, and apply meaning to the world around them. They reflect history, culture, and psychology and convey rich, complex, and universal messages.

At the root of all visual communication is the form that man first used when he realized he could communicate—that form is symbols. Hundreds of thousands of years later, symbology is one of the most rooted and visceral forms of human communication.

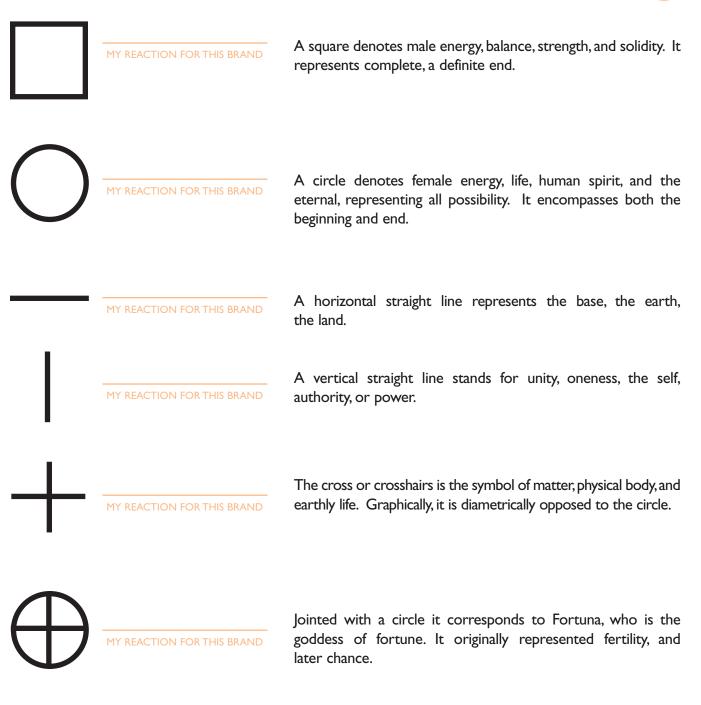
"Signs and symbols rule the world, not words or laws." —Confucius

To ensure that your logo and packaging design is longlasting and solid it should be built upon a symbolmanipulated to create a unique, graphic way of communicating the message of your brand. Remember the BrandU[®] stencil U as you read this section.

Symbols speak in a language that connects with the deepest part of the human psyche. Each of us resonates naturally with certain shapes.

On the following page is several primary symbols that man has been using to communicate with each other for hundreds and thousands of years.







A circle with center point represents the creative spark of divine consciousness that exists in every individual, linking him or her to the source and origin of life, and making him or her the co-creator of the world. In astrological psychology it stands for the desire to live and the individual's life energy. In the body it symbolizes the heart, the blood circulation, and the backbone.

Image		
\rightarrow	MY REACTION FOR THIS BRAND	The arrow symbolizes penetration by light, death, and love of perception.
\checkmark	MY REACTION FOR THIS BRAND	This is a rarely used astrological sign to denote the Part of the Spirit. Man's place on earth.
\mathbf{z}	MY REACTION FOR THIS BRAND	The sign of the archer symbolizes the projection of self toward new horizons both literally (long voyages of exploration) and metaphorically (deep or far reaching).
\approx	MY REACTION FOR THIS BRAND	A wavy line refers to water or the quality of being flexible and evolutionary; it refers to any possibility as well as undulation and the avoidance of sharpness.
Δ	MY REACTION FOR THIS BRAND	A triangle (equilateral) is associated with the divine number three and is the symbol for success, prosperity, and safety. It represents the integration of three vital parts.
∞	MY REACTION FOR THIS BRAND	The infinity symbol refers to the unending nature of something (a half infinity symbol can mean approximate).

Go back over the symbols and note your reaction to each of the symbols, good or bad, on the line provided next to each one.

GOOD RULE OF THUMB

Test your logo in a variety of sizes for the different uses you might encounter. Very important: make sure it communicates well in both color and black & white.



CHOOSING YOUR SYMBOL:

With your brand statement, your brand's Character and your brand's Walk-Away Impression in front of you, select the symbol you believe is most in tune with your brand and write down your reasons for selecting the symbol below:

My chosen symbol for this brand is:

I've chosen this because:

Remember, your chosen symbol should form the visual foundation of your logo and visuals. It should be incorporated at its base communication. It does not have to be a literal translation. Allow your designer to bring their creativity to interpret your chosen symbol into your design.

LOGO-A-GOGO

One of the most difficult things most business owners experience when it comes to getting a logo made for their business is the lack of ability to communicate to a designer what they like and what they don't like.

It's this lack of ability to speak the same language that makes so many business owners say, "I don't know what I like. Show me several designs and I'll know it when I see it." This hit-or-miss approach to creating your multi-million dollar image costs you far more than it really needs to cost in both time and money.

So far in this process, you have assembled your brand statement, your character type, and your Walk-Away Impressions, all of which will greatly influence the development of a logo that is unique and powerful for your business.

This next exercise is to establish a clear line of communication between you and your designer a translation system of sorts to make sure they know exactly what you love and what you hate and why when it comes to logos. It's important to know that these assembled logos are not intended for your designer to copy or emulate. They are simply intended to provide a clear communication line between you and your designer. It is our hope that by going through the following exercise you will begin to be able to speak "designer."

For this exercise, simply collect the images of ten (10) logos that you love and ten (10) logos that you hate.

For each logo, you will clearly state the reasons you love or hate them based on <u>only three factors</u>:

- I. the **font** (or typeface)
- 2. the graphic image

3. the **relationship** between the two (how the font and graphic interact with each other)

That's it. There is no need to comment on anything else, including color. It will not serve you in this section and may only cloud up the communication between you and your designer.

See an example of this on the next page.



Logo I Love



TYPE:

I love that the typeface is bold, clean, and easy to read.

GRAPHIC:

I love that the graphic is simple. It not hard to understand.

RELATIONSHIP:

I love that the graphic comes through letters and are working closely together.

Logo I Hate



TYPE:

I hate that the typeface is blocky and too heavy.

GRAPHIC:

I hate that the graphic is flimsy.

RELATIONSHIP:

I hate that the graphic is behind the letters. I'd rather it stand on its on.

It's important that you release the expectation that the logos that you collect need to meet the parameters of the brand rules you have established thus far for your brand. These logos have been created for other businesses with their own brand rules—not yours. You are collecting these logos simply to communicate to your designer what you

love and what you hate when it comes to logos. You can get these logos by looking at magazines, catalogues, and all the products around your house. You'll discover you're living in a world full of logos. Of course, the Internet is a quick and easy way to gather them for assembly.

WHO'S LOGO IS IT?

Don't expect a logo for another company to match your brand rules. This exercise is only to establish a line of communication between you and your designer. It is not intended for you to copy logos.



MY LOGO-A-GOGO (PART I):

Cut and paste the **TEN LOGOS YOU LOVE** (or drag them from your browser to the workbook) and state the reasons why based on typeface, graphics, and relationship below:

LOGO I:	LOGO 2:
TYPE:	TYPE:
GRAPHIC:	GRAPHIC:
RELATIONSHIP:	RELATIONSHIP:



For guided examples for each step of the process be sure to listen to your BRAND POVVER™ Audio CDs.

Image	
LOGO 3:	LOGO 4:
ТҮРЕ:	TYPE:
GRAPHIC:	GRAPHIC:
RELATIONSHIP:	RELATIONSHIP:
LOGO 5:	LOGO 6:
TYPE:	TYPE:
GRAPHIC:	GRAPHIC:
RELATIONSHIP:	RELATIONSHIP:



LOGO 7:	LOGO 8:
TYPE:	TYPE:
GRAPHIC:	GRAPHIC:
RELATIONSHIP:	RELATIONSHIP:
LOGO 9:	LOGO10:
TYPE:	TYPE:
GRAPHIC:	GRAPHIC:
RELATIONSHIP:	RELATIONSHIP:



MY LOGO-A-GOGO (PART 2):

Cut and paste the **TEN LOGOS YOU HATE** (or drag them from your browser to the workbook) and state the reasons why based on typeface, graphics, and relationship below:

LOGO I:	LOGO 2:
TYPE:	TYPE:
GRAPHIC:	GRAPHIC:
RELATIONSHIP:	RELATIONSHIP:



BOOK-A-GOGO, WEB-A-GOGO

This exercise can also be used for designing book jackets, packaging, web design, and most other design needs simply by substituting those elements in place of the logos.



LOGO 3:	LOGO 4:
TYPE:	TYPE:
GRAPHIC:	GRAPHIC:
RELATIONSHIP:	RELATIONSHIP:
LOGO 5:	LOGO 6:
TYPE:	TYPE:
GRAPHIC:	GRAPHIC:
RELATIONSHIP:	RELATIONSHIP:

Image	
LOGO 7:	LOGO 8:
TYPE:	TYPE:
GRAPHIC:	GRAPHIC:
RELATIONSHIP:	RELATIONSHIP:
LOGO 9:	LOGO10:
TYPE:	TYPE:
GRAPHIC:	GRAPHIC:
RELATIONSHIP:	RELATIONSHIP:



While the Logo-a-Gogo exercise is geared towards designing a logo, it can also be used for designing book jackets, packaging, web design, and most other design needs simply by substituting those elements in place of the logos.

Using Symbols and Logo-a-Gogo

Congratulations, you now have two tools, that when combined with your Character type and your Walk-Away Impressions, will save you thousands of dollars and hundreds of hours when it comes to designing your logo or collateral.

When it comes to applying symbols to your logo design, it is not necessary to reflect the image verbatim. You choose a symbol merely to root your image to a powerful anchored communication. Your designer should use the results of your Logo-a-Gogo to get a starting-point reference on your preference for your typeface, your graphic, and the relationship between the two. They should also be able to see a consistent pattern among what you love and hate as that starting point as well.

Use the chart below to get a visual understanding of how symbols can be used, formally or informally, to inform your brand's logo design.

INTERPRETING SYMBOL USE FOR LOGOS



The logos on this page are protected by trademark and are the intellectual property of the respected owners.



BUYING POWER

The final step of the C.L.I.C. $\[mu]$ process is to choose the color for your brand.

With this choice, you can put your customers visually and subconsciously into an emotional trance. Color is one of the primary factors in making that critical first impression. But first you have to decide what emotion you want your customers to experience. That's why color is the final step of C.L.I.C.TM.

"Is there anyone in the business world today who doubts the impact of color? If you are involved in marketing, display, design, advertising, point of purchase or retailing there is always a need to be as informed as possible about the usage of color as a means of instant communication." —Leatrice Eiseman, color expert

Marketing pioneer Louis Cheskin discovered that perceptions about a product's packaging motivate customers to buy. He was one of the first to note that the aesthetic details of a product's design produce "sensation transference." This refers to how design elements significantly impact



COLORS: WHAT THEY CAN DO FOR YOU by Louis Cheskin

WHY PEOPLE BUY by Louis Cheskin perceptions of value, appeal, and relevance. Colors, in particular, convey meanings and create feelings. The right color can persuade people to take a desired action.

In the 1930s Cheskin embarked on what became a life-long obsession to understand how customers' perceptions motivate their purchase behavior. He was one of the first marketers to notice that people's perceptions of products or services were directly related to aesthetic details of their design. He referred to this as "sensation transference" and spent most of his life investigating how design elements could significantly impact perceptions of value, appeal, and relevance.

In his book, COLOR FOR PROFIT, published in 1951, Cheskin initiated a scientific approach to color and design. He was one of the first people to prove that colors have symbolic meanings and can elicit the desire to buy. His findings still hold true today.

Other books by Louis Cheskin: LIVING WITH ART, COLORS: WHAT THEY CAN DO FOR YOU, THE COLOR GUIDE FOR MARKETING MEDIA, HOW TO PREDICT WHAT PEOPLE WILL BUY, and WHY PEOPLE BUY: MOTIVATION RESEARCH AND ITS SUCCESSFUL APPLICATION.

Colors and their combinations can suggest themes or moods. They can invigorate, invite, and even increase your appetite. This is the reason that many fast-food restaurants use red and yellow combinations. Pink makes your mind perceive something tastes great, that's why most bakery boxes are pink. What is the color of candy, wealth, mystery, nostalgia, honesty?

Simply put, color evokes an immediate emotional response. By going through the steps to determine your Walk-Away Impressions you've defined a set of rules that state what emotional response you want your customers to experience when they encounter your brand.

For this next exercise, you will use your chosen Walk-Away Impressions to help you decide.



THE MEANING OF COLOR

Read the following paragraphs about color and circle all the descriptive words you associate with your Walk-Away Impressions. Words like "high impact," "relaxing," or "healthy" are some to consider.

Black

Certain types of bands, Generation X, Extreme Sports, high-tech packaging typically use this color. Black is associated with power, elegance, formality, death, evil, and mystery. It is a mysterious color associated with fear and the unknown (e.g. black holes). It usually has a negative connotation (blacklist, black humor, black death). Black denotes strength and authority. It is considered to be a very formal, elegant, and prestigious color (black tie, black Mercedes). Combining the meaning of death and power, it is often used to represent anarchy. In heraldry, black is the symbol of grief. Black gives the feeling of perspective and depth, but a black background diminishes readability. Black contrasts well with bright colors. Often combined with red or orange and other very powerful colors, black gives off a very aggressive color scheme. Gray is a derivation of black.

International significance of the color black:

China: Black means water, north, winter, destruction, and profundity

Colombia: The color of the West, a bad color and direction. Associated with incurable illness, but some traditional peoples regard it as the most beautiful color. Others believe a black stone will protect them from death.

Egypt: Symbolizes rebirth, not death; on the flag it signifies the end of oppression.

Ethiopia: Suggests spiritual impurity or anything that is unpleasant or depressed.

Great Britain: Death and burial; also associated with sadness and darkness. Servants and domestic help traditionally wear black in England.

India: Relates to death, evil and night; considered unattractive, so much so that it is forbidden in some Hindu castes. A pregnant woman wears blue-black clothes or threads. Iran: The mourning color, strictly dictated.

Japan: A mysterious color, speaking of night, the unknown, even non-existence. It is a solemn, sometimes unlucky color.

Mexico: A sacred color for the Incas; used for sacrifices. The Zapotec Indians did not differentiate between black and purple.

New Zealand: The national color; sports teams and events weave the word black into their names to imply patriotism.

Nigeria: In general is considered to be frightening and ominous; some tribes associate it with spirits.

Peru: The funeral color, associated with grief and mourning; however it is also the favored color of clothing for men.

South Africa: The Zulu do not like it and consider dark greens and blues to be black. Black beads stand for darkness.

Tibet: Connected with the devil, evil power, and fierceness.

Ukraine: Constancy, eternity, the womb, death, fear, or ignorance.



Red

Red is the attention-grabber. It's the hottest color with the highest impact for attention and action. It can be bold and bright or deep and enticing. Red symbolizes the vital force, energy, passion, courage, and action. It is the symbolic color of the heart and strong emotions. It is associated with leadership, power, the will, and the body. Deep, rich reds can also be elegant and refined. Red can be appetizing, assertive, provocative, and sultry. It stimulates activity, intensity, and extroversion. Spontaneity, impulsiveness, and the instinctual sexual forces are its qualities. Red brings out the revolutionary and leads us into affirmative thought and action.

International significance of the color red:

China: Good luck.

Colombia: The color of the south, it relates to sexuality and is a positive color; also the color of the country's Liberal party.

Egypt: A lucky charm. In ancient Egypt, it was the color of the god who separated earth and sky.

Ethiopia: Red stands for faith and power. European skin color is seen as red in Ethiopia.

Great Britain: A male color. In Tudor Britain, flame-red was for lovers, while dark red represented those who were long in love. Scarlet represents royalty and state officials and is said to have warming and cooling properties, so it is used in sickrooms. It is also the color of livery.

India: Indicates both sensuality and purity.

Iran: Red and reddish-yellow are favorable colors, signaling good fortune; also symbolic of courage.

Japan: Life and vitality; can indicate unexpected beauty, but also recognized as unstable and capable of representing vulgarity or excess. Some believe that it can ward off evil.

Melanesia: It represents virility, war, and favorable descent. Some groups believe that it is a male color, whereas others see it as female. Red also represents sexual desire. In New Guinea red is sacred. **Mexico**: Thought to have protective capabilities (can be used in masks); also stands for unity.

New Zealand: Denotes hard work and achievement. The Maori believe it is a powerful, sacred color. The Oceanic peoples feel it stands for nobility and divinity.

Nigeria: Red stands for wealth, plenty, virility, vitality, aggression.

Peru: Color for children and unmarried people; symbolizes a healthy soul, and for some native peoples, it is symbolic of the earth.

South Africa: Either a sign of misfortune or blessing. Red beads represent the red eyes of a distraught lover.

Tibet: The color of the West; of light, fire, anger, and the complexion of fierce gods. In the Tibetan flag red symbolizes a male deity, a special guardian of the flag.

Ukraine: Can mean action, fire, charity, spiritual awakening, the sun, love, and joy in life. In Christian traditions it represents the love and passion of Christ.

Color

Orange

Orange is the color of harvest, the "feast" color. It evokes strong emotions regarding holidays, home, and eating. It symbolizes the social force, emotions, attractiveness, joy, and independence. It's physical, visible, and active. Orange is the color of sunset and fire. Orange is outgoing and optimistic. It can also be juicy, tangy, or spicy. Orange may take on a tropical feel. It may turn playful and child-like. Orange is about spreading joy and happiness and giving emotional pleasure. Self-assuredness, amiability, and constructiveness are its qualities. It helps free inhibitions and lightens the mood.

International significance of the color orange:

China: Longevity. Colombia: Sexuality and fertility. India: The most sacred color for the Hindu. Ireland: Religious significance (Protestant). Japan: Color of love. New Zealand: National color of New Zealand.

Peru: Orange should NOT be used in any memorial arrangements. The Tupac Katari Indians associate orange with society and culture.

Tibet: Success.

Ukraine: Signifies endurance, strength, ambition, and fire.

Yellow

Yellow raises the blood pressure a bit and catches the eye. Yellow embodies life and joy and offers a highimpact visual. It is the color of the sun and is associated with heat, energy, and light. It is vital, friendly, and extroverted. Soft shades of yellow are warm and comforting. It also symbolizes the mental force, clarity, perception, understanding, and wisdom. Confidence, curiosity, and practical application of wisdom are its qualities. Humor and mental detachment make yellow significant for bringing new life to ways of thinking and seeing. It brings crystallization and clarity to events and issues.

International significance of the color yellow:

China: Sacred, imperial.

Columbia: Positivity, representative of light.

Egypt: Happiness and good fortune. Yellow was used by the ancient Egyptians to cosmetically lighten their skin.

Great Britain: Joy and honor, or jealousy and fading love.

India:Yellow is very popular; it represents the god Vishnu and the space between chastity and sensuality. Single girls wear yellow to attract a mate and keep evil spirits away.

Iran: Yellow is an inauspicious color; it can signal disgrace. Some believe a yellow-tinged rainbow is a foreboding of illness. Japan: Sacred, imperial.

Mexico: The color of mourning. The Aztecs used yellow to represent food.

New Zealand: The Maori do not distinguish yellow as a particular color and usually call it red.

South Africa: Symbol of wealth.

Tibet: The color of the North. Represents religious persons or life, the earth, and the complexion of a mild god; linked symbolically with the horse and the jewel.



Green leads the pack for symbolizing a healthy lifestyle. Green is often used with health-food products, recycling, vegetables, and even mentholated tobacco products, and it emphasizes freshness. It symbolizes balancing forces, peace, growth, compassion, and renewal. Moderation, harmony, nurturance, and diplomacy are its qualities. It calms the energies and prevails over excess. Green is the most soothing color to the eye. Like nature it can draw away energy from being too physical or mental and introduce a stillness that produces a contemplative atmosphere. Relaxation, rest, and calm issue from it.

International significance of the color green:

China and France: Denotes a negative significance for packaged goods.

Egypt: Fertility, vegetation, rain, and strength. It is a sacred among Muslims. Since it is the national color, green should NOT be used on packages.

Great Britain: Wantonness or fidelity in the wedding ceremony; can represent happiness, and youth.

Greece, Egypt, Spain, Mexico, and Israel: Signifies protection against evil (turquoise).

India: Green is sacred in both Muslim and Parsi religions. For the Hindu, it is a festive color.

Iran: The most sacred color of Islam, signaling joy.

Japan: Signifies positive nature, life, eternal life, and energy.

Mexico: Independence. The Mayans associate it with luck; the Aztecs regarded it as royal. Today, green stands as a national color.

Peru: Symbolic of economy for the Tupac Katari.

South Africa: Represents the sea, nature, water, and the sky; also rawness or unripeness and illness.

Tibet: It is the color of the North associated with water, rebirth, and a crossed thunderbolt; also Earth.

Ukraine: Renewal, freedom from bondage, fertility, freshness, health, and hopefulness.

Some tropical countries: Green equates to danger.

BLUE

Blue is the all-time color favorite for most companies. It is the most used of all the colors. It symbolizes the communicative force, speech, messages, and ideas. It relaxes and opens the mind to share thoughts and ideas. Idealism, sincerity, trust, authority, mental empathy, and relaxation are associated with blue. It brings out affection, loyalty, and inspiration. It is the color of friendship and unconditional bonding. Blue is serene and introspective, enduring and eternal. The blue sea and sky may be calm and clear or dark and moody. In communication, blue's essential qualities are classic, calm, and dependable.

International significance of the color blue:

China: Immortality.

Colombia: The color of the North; relating to sickness and funerals.

Egypt: Mourning color; can be used in charms against evil.

Great Britain: Constancy, and, curiously, lasciviousness; also is the color of apprentices.

Israel, Greece: Protection.

India: In Hinduism, a sacred color representing Krishna; also the Chakra, a Buddhist symbol of change.

Iran: Protection from the "evil eye"; overall favorable.

Japan: It is representative of the theater, supernatural creatures, ghosts, and villains.

Mexico: Dark blue is a common color for mourning clothes.

Nigeria: The color of the North. The Yoruba believe that deep indigo blue is very positive.

Peru: For the Tupac Katari Indians blue stands for space. A woman who wears a blue shawl is either engaged or married.

South Africa: Symbolizes a happy dove. The Zulu classify dark blue as black and clear blue as white.

Tibet: The color of the East (and sometimes the South), air, the elephant, and the thunderbolt; suggests celestial beings and a female deity. BrandU[®] Business Profit System Stage Two:



PURPLE

Purple is the color of royalty. It connotes luxury, wealth, and sophistication but is also spiritual in nature. It symbolizes the creative force, beauty, inspiration, and artistry. Purple is also magical and complex. Bluepurples are intuitive and enchanting. Red-purples are dramatic and exciting. Purple can be both cerebral and sensual. Energetically, violet inspires the receptive soul to express itself in art, music, spiritual ideals, and selfless acts of love. It is the universal call to excellence that inspires great things and works of art. Violet has a soft, ethereal quality along with a subtlety and fineness that invoke the higher virtues in life.

International significance of the color purple:

Egypt :Virtue and faith.	Iran:The color of what is to come.
Great Britain: Royalty. In Tudor Britain violet was the color	Japan: Nobility.
of mourning, as well as religious fervor.	Ukraine: Denotes fasting, faith, patience and trust.

BROWN

Brown symbolizes home and hearth. It is associated with the Earth, nurturing, contented sensuality, and productivity. Passive, earthy, fertile, and generous qualities are associated with brown. Wearing brown makes you feel grounded. It can be rustic, primitive, and organic. In the modern world, brown is associated with many sports like hiking and camping. Urban types may think of the warm and appetizing browns of coffee and chocolate, caramel and cappuccino. Brown may be wholesome and safe, but sensuality at its deepest roots is also conjured by the infinite hues and tones of brown.

International significance of the color brown:

Colombia: Discourages sales.

Ethiopia: Prevalent in many crafts, baskets, wood carvings, and other products. Most Amhara would describe their skin color as brown, which is preferable to black.

Great Britain: Autumn or despair; reddish-brown speaks of steadfastness.

India: Color of mourning.

Ukraine: Symbolizes the earth and its bounty.

GOLD

Gold symbolizes love of spirit, the primordial yearning towards the essence of life. Meaning, purpose, awe, and spiritual love are its qualities. All quests of the heart are associated with the color gold. Wealth of spirit and civilization are symbolized by gold. Gold goes with everything and has an ancient connection to the heart's desire for power and spiritual mysteries. Gold conjures the beautiful sculptures of Egyptians, the Pre-Columbian masks, and civilizations known for mystic powers, high mathematics, and sciences. Profound concentration is linked with gold. Its worldly qualities are expressed through attainment, luxury, and wealth. Opulent gold glitters and gleams. Divine gold glows and radiates.

International significance of the color gold:

Great Britain: Royal association.

Tibet: Freedom, happiness, and prosperity.





White symbolizes purity, union, truth, and innocence. Its qualities are cleanliness, self-sacrifice, and beginnings. Purity essentially opens us to the deeper levels of existence and renews the soul's experience of the moment. Holiness and divinity in its feminine aspects are associated with white. It omits the presence of the self from the event and takes on what there is to learn from it. White is the essence of simplicity. It is the color of peace and silence. Falling snow portrays the hushed quality of white. White can also be crisp and modern. The eye is very sensitive to white and the contrast it provides to other colors.

International significance of the color white:

Colombia: A favorable color of the East, a "good" direction. Illnesses that are curable are considered to be white or light.

Egypt: The color of status.

Ethiopia: Suggests illness or being underfed, but for the Amhara suggests spiritual purity.

Great Britain: Purity, faith, truth, and sincerity. In Stuart Britain, color of death and burial, of an unmarried man or woman, or for a woman who dies while giving birth. In Tudor Britain, purity, faith, truth, and sincerity. Yorkshire fisherman are superstitious about wearing white.

India: Chastity and purity; color of mourning. For the Hindu, the Brahmin—the highest social caste—is associated with white. White ashes represent spiritual rebirth.

Iran: A sacred color symbolic of peace.

Japan: The color of the gods; sacred color representing purity, death, mourning, and rebirth.

Mexico: Religious and pure with the ability to cure sickness and fight black magic. Among the Aztecs white stands for death.

New Zealand: Patriotic. The Maori use it as the color of surrender.

Nigeria: Good luck, peace, and purity, or even a unity with the spiritual world.

Peru: Associated with angels, good health, and time.

South Africa: Symbolizes love. For the Zulu the color white stands for goodness and power.

Tibet: The color of the East relating to goodness, purity, and the concept of air or space; also religious or spiritual worlds. Symbolically, the lion and the wheel are also related to white.

Ukraine: Purity, virginity, innocence, and birth.

YOUR GUIDE TO CHOOSING COLOR

Don't choose your brand color based on your own personal favorite. You have a more powerful tool at your fingertips... your Walk Away Impressions.



CHOOSINGYOUR BRAND COLOR

When it comes to choosing the colors that will represent your brand, it is not a powerful step to select the color based on what moves you. As a business owner your goal should be to your customers, therefore, your color selection should be based on the way you want to move them in an instant.

When it comes to choosing a color for your brand, do not use your favorite color or solicit opinions from friends or customers. It is far more powerful for you to decide on your color based on the feeling you want to evoke in your customers. Look to your chosen Walk-Away Impressions to help you decide.

At this stage of the BRAND POWER[™] process you now possess that knowledge. Your brand is almost ready to be put into action. Your final step is to choose your brand's color.

For this step you will use your external communication tools of your chosen Character and Walk-Away Impressions to make your decision.

Go back over the previous paragraphs about color and count up all the descriptive words you associated with your Walk-Away Impressions. Which paragraph contains the most circled words? This is your primary color. What paragraphs placed second and third? These serve as your other colors.

The color with the most circled words should inform you on your <u>Primary</u> color. The paragraph with the second-most circled should inform you on your <u>Secondary</u> color. The paragraph with the third-most circled should inform you on your <u>Tertiary</u> color. Designers may refer to the three colors as dominant, subordinate, and accent colors.

Be sure to have your Brand Statement in front of you to make sure your colors reflect it as well. In the primary color paragraph, what word means the most to your brand? This word and its meaning will help you determine your color's range and tint. For instance, your primary color may be blue and the reason you chose it may be "inspiration." This will lead you to a different shade of blue than another word like "trust."

Any color can change according to its undertones, which are defined as either warm or cool. Think of a blue-red versus a yellow-red. Take the temperature of your brand with the help of your word choices.

Within the paragraph for your selected colors, list the one (1) word that resonates the most with your reason for selecting the color, and give your reason why.

MY FINAL COLOR:

List your top three colors below:

imary Color:	
eason Why:	
condary Color:	
eason Why:	
rtiary Color:	
eason Why:	



Congratulations. You have just completed the eight parts in the Brand Power[™] program. You now have a distinct and unique set of rules with which to govern your business. The power of extreme clarity that you gained in the process is now a part of every decision that you make for this brand.

By going through each step and allowing the answers to bubble up from inside you, your brand is now growing within you. You have given birth to a living entity designed to attract customers and change their lives.

Now to put your brand rules into immediate action to work for you.



thing well done is to have done it." RALPH WALDO EMERSON

PARTFOUR

Your Brand Promise



MARKETING STATEMENT

MAKING A STATEMENT

With the Brand Power[™] process you have molded the essence of your brand. You've defined its heart and soul. You've crafted each successive level of communication to reflect it completely. Now it's time to communicate your brand promise.

Your brand may have many attractive qualities, however, a long list of features and benefits alone will not capture the imagination of your customers.

Now it's time to make a simple, powerful promise to your customers. This promise must be immediately understandable and attractive. You want your customers to see it, know it, and say, "Yes, that's for me."

"Your problem, then, is to find a point of contact with his interests, his desires, some feature that will flag his attention and make your letter stand out form the all the others..."—Robert Collier, copywriter

This process revealed the truth of why your brand exists. Your Brand Statement, along with your final selections in C.L.I.C.[™] will guide all your communications: your logo, brochures, collateral, web site, and many other forms of your customer experience.

It is time to make the first use of your Brand Bible results by communicating the promise of your brand through a Marketing Statement, Name, and Tagline. When you defined your Key Words, the words the brand speaks on behalf of itself, you also learned they can be used in many forms. Each word's meaning can be a subject of a whitepaper, special report, talks, chapters in a book, and so on.

A marketing statement is the long-form of the promise you make to your customers. It delivers on the promise of your Brand Statement using your Key Words. It's a public statement using your best "marketing-speak" to evoke an emotion and a mental picture of what you do for your customer.

Since your marketing statement falls under the category of language that the brand says about itself, the tools you will use for this task are your Key Words.

This marketing statement covers all four dimensions by using your four Key Words in a concise paragraph of six to ten sentences.

"If you're offering a product or service you believe in, then share your excitement for it with the right audience...marketing is basically sharing your love, your passion, your belief. When you share it with someone who welcomes it, more often than not, it leads to a sale, naturally, easily, effortlessly." —Joe Vitale, LIFE'S MISSING INSTRUCTION MANUAL

COMMUNICATING YOUR PROMISE

Your marketing statement communicates the promise of your brand statement using your Keywords.



BRINGING YOUR KEY WORD SENTENCES FORWARD:

To craft your Marketing statement, you will be using the Key Word sentences you created at the conclusion of the Key Word exercise on page 88. Use them as a starting point for your Marketing Statement.

Bring your strongest sentences forward below:

IMPACT

CONCEPT

PHILOSOPHY



DELIVERY

WRITING YOUR MARKETING STATEMENT

When crafting your statement consider the following questions:

Is what you promise something you consistently do?

Who does it serve and is that clear?

Does it answer why and portray the deepest truth of what you do?

Is it a vision that extends to every area of your business?

Are all the ways you communicate and interact consistent with the statement?

Be sure to read your Brand Statement to guide you before you start.

Pick your four strongest Key Word sentences, one from each dimensional category, and, like pieces of a puzzle, you will simply fit them together in the most powerful combination. To link these sentences together, you may add two to four bridge sentences to round off and to add to the customer experience.

Again, the marketing-speak gloves are off. You are crafting written communication from the mouth of the brand designed to make customers pay attention and crave buying from you. Paint the picture of your brand promise.



For guided examples for each step of the process be sure to listen to your BRAND POVVER[™] Audio CDs.



FIRST PASS AT MY MARKETING STATEMENT:





SECOND PASS AT MY MARKETING STATEMENT:



MY FINAL MARKETING STATEMENT:



USING YOUR MARKETING STATEMENT

With this approach to writing your marketing statement, you can craft several paragraphs, making sure that you have a sentence covering the four dimensions reflected in your final Key Words. You can even reduce your marketing statement down to a marketing sentence by making sure your four keywords are covered in the one sentence.

You will use your marketing statement on your press releases, general marketing, business cards, packaging, brochures, voice mail, web sites, etc. —wherever and whenever there is an opportunity to communicate to your customers about who you are and why they should buy from you.



NAME AND TAGLINE

YOUR CREATIVE PUZZLE

Example:

When it comes to choosing a name and tagline for their business, many people go to a blank space in their minds and guess at a name. Then they test it amongst their friends and customers, looking for some sort of confirmation of its validity or cleverness. This is not the most powerful place to come from when it comes to picking a moniker to represent YOUR multi-million dollar business.

People outside your business don't have the benefit of the complete vision of your business and the knowledge of it that you have. Only you have the full comprehension and understanding of why your business exists. Only you know what it should be called. It is a far more powerful if you decide who your business is and how it is best communicated. In other words, do you want to ask "them" who you are, OR is it better to define who you are and then find the best ways to communicate it to your customers? In Market Power[™], stage three of the BrandU[®] Business Profit System, you learn how to firmly position your name in the market to be sure it is being received the way that YOU want.

Many customers come to us with names that have no weight or meaning, or names based on the URL that wasn't taken yet. Do not settle for a name based on your ability to obtain the URL. There are many successful ways to determine the perfect URL driven by the positioning you create in Stage Three: MARKET POVVER[™].

Often when the name is right based on your brand results, you will find the URL is available.

When going through the branding process for BrandU[®] we knew that it was the right name for this brand. However, the URL was already taken. That did not stop us, make us change the name, or hinder our business in any way. Instead we used the URL www.whybrandu.com. Until recently. We're proud to say that after patiently waiting and watching, we now own the URL www.BrandU.com.

Based on your Brand Bible results, you now operate from a greater place of power and extreme clarity of your brand. You now have a set of rules and communication tools to use when defining your name and tagline. Since your name and tagline fall under the category of language that the brand says about itself, the tools you will use for this task are your Key Words. These words come from the mouth of your brand. Your name and tagline are included.

Whether you are branding an umbrella, division, or product, your name and tagline are like two individual pieces of a puzzle that must come together to create a full picture and communicate on all four UCD dimensions. Fortunately, you now have the all tools you need to do that with your Key Words.

For your name and tagline communication to be instantly whole, your goal is to have as many of the four dimensions covered by your top KeyWords as possible.

A NAME OR URL

Don't determine the name of your multi-million dollar business or product by your ability to get the URL.



To craft a name and tagline combination that can stand alone individually and work powerfully together, you will need to cover two bases: conceptual (or figurative) and literal.

conceptual:

- coming from or belonging to the concepts, ideas
- something that somebody has thought up, or that somebody might be able to imagine
- a broad and abstract idea

literal:

- exactly following the order or meaning of an original word or text
- adhering strictly to the basic meaning of an original word or text without further elaboration or interpretation
- a word used to emphasize that something is true
- simple in a clear and unimaginative way that sticks to the facts and avoids embellishment

Conceptual speaks to the heart and literal speaks to the head of your customer. By combining conceptual and literal with all four dimensions of UCD you can be sure your name and tagline will connect with customers instantly.

You can up the power of this communication by including a call-to-action or a declarative statement in either your name or tagline. With just the tools



great power in words, if you don't hitch too many of them together.'' HENRY WHEELER SHAW you have developed with this process, your four final Key Words, you have the power of telling a complete story with just your name and tagline.

NAMING YOUR BRAND

To begin the process of your brand name, on a clean piece of paper or a new computer document, put your top four Key Words from the four different dimensions: Impact, Concept, Belief, and Delivery, as well the five to ten full definitions that you researched for these top Key Words.

Go through all these definitions and bold or highlight all the words that evoke a visceral reaction within you. This is not something to do with your head. The goal in your communications is to evoke a deep-seated emotional reaction. To do so you need powerful, visceral words—words that paint a picture.

visceral:

- proceeding from instinct rather than from reasoned thinking
- characterized by or showing basic emotions
- relating to or affecting one or more internal organs of the body

Once you have called out all the words that evoke such a reaction, you can start combining the words together to form a name, or you may find that a combination of words actually lead you to a new name. It is important that you stay within the family of words surrounding your Key Words and do not wander too far off the initial intention of the meaning of your Key Words.

Be sure to also look into the Latin, Greek, African, Asian, or Hindu roots of your visceral selections. Great names have been found in the origins of the spoken word.

You can also combine the bolded words together to create a new word, or allow it to take you to a new word or point to a new word.

Example:

"original" and "force" can point you to the word "genesis."



You may find that after going through your words and combining them that you may even be led to create your own new word (like Google, or Yahoo) or even a mash-up word. A mash-up word is made from a piece of one word mashed up to another word to create a whole new word.

Example:

"micro" and "software" can result in the word "Microsoft."

If you decide to create a new word or mash-up, be sure that you stay true to the essence of your Brand Statement; be sure that it reflects the tone of your Character and Walk-Away Impression and uses the Key Word work that you've already done. Don't just go for clever. Clever is just clever. It doesn't ensure that it will express your business very well.

Once you have decided on your name, determine whether it is conceptual or literal. Your tagline must fulfill the other basis, along with a call-to-action or declarative statement. The bolder you are the more customers pay attention and listen to you.

Transfer your ideas from your paper or from the computer document for your name below and fine tune.

WORKING MY BRAND NAME:

Visceral Words:





Word Roots:

Once you have your name finalized you may go to the next exercise.

WHAT'S IN A NAME?

Write your finalized brand name below:

It's important that you know, without a doubt, the root and meaning of the name you select. The power of knowing it will radiate far behind the walls of your brand and hook your customers in its meaning. Knowing the "why" behind your name will make this education much easier and faster to accomplish.

Look up the definition of the words in your brand name. If there is more than one main word, look them all up. Enter the meanings of these words below:

Once your name is anchored, you are able to complete the puzzle with your tagline.



WRITING YOUR TAGLINE

Powerful taglines go far in the promotion and communication of the experience of your brand. When done well, they are often the "hook" left in the minds of your potential customers—just like a great song or jingle.

Taglines like: Just Do It[®], You're in Good Hands with Allstate[®], Every Kiss Begins with Kay[®], Like a Rock[®], or We Bring Good Things to Life[®] are emblazoned in our collective mind forever. You want customers to have a similar lasting impression of your business or product. The magic of taglines lies in delivering a message quickly and simply, with pizzazz.

In a nutshell, taglines are an evocative and inspiring call-to-action that are specific to a specific business and sets a foundational tone for the business or product. They take away all guessing from your customer's minds.

Typically they take one of eight forms:

- An imperative call-to-action: Just do it.[™] (Nike)
- An emotive call-to-action: When you care enough to send the very best.[™] (Hallmark)
- Linking a product feature with an abstract need: A diamond is forever.[™] (DeBeers)
- Single-word benefits: Live. Love. Eat[™] (Wolfgang Puck)
- A direct tie to brand experience: You're in Good Hands With Allstate[™] (Allstate Insurance)
- A promise: When it absolutely has to be there overnight.[™] (FedEx)
- The pain of not using the product: Because so much is riding on your tires.[™] (Michelin)
- A clever tie to the name: Every kiss begins with Kay.[™] (Kay Jewelers)

When you selected your brand name, you may have covered only one, two, or possibly three of the UCD dimensions. You will use the balance not covered by your name in your tagline to ensure that your communication is whole and complete. If the brand name you arrived at is conceptual it would serve you best if your tagline delivered the literal, plus an easily understood call-to-action or declarative statement. If your chosen name is literal, then your tagline can have conceptual tone and feel. In either case, including in your tagline a call-to-action or declarative statement is the way to make it the most powerful it can be.

Since your tagline falls under the category of language that the brand says about itself, you will be working from the Key Words and their definitions and synonyms that were not used in defining your name.

Start simply by working together the leftover visceral words you bolded in the naming process into a three- to eight-word statement. Roll them around, read them out loud.

Creating a powerful tagline is a puzzle, so enjoy it. Even for professional tagline writers, it takes time to allow the creative process to work. Don't be too hard on yourself or expect that you will have your tagline done in one sitting. In our work with our private clients we are able to create a name and tagline in one sitting, but we've been doing this work for more than sixteen years. Again, be gentle with yourself, get out of your own way, and trust the step of the process.

You will find it very helpful to bounce your taglines off your name since together they communicate your whole brand.

Work with active words. Be definitive. Avoid "will" or "could." Use bold, forceful statements.



Examples of some of the successful taglines we have created for our clients:

Destination Known[™] Everyone Wins[™] Together making thirst history.[™] Bringing out the real you.[™] Exist in another dimension.[™] Scientific Keys for Living Well.[™] Live Your Good Fortune[™] Health at Your Fingertips.[™] Clarity All the Way to the Bank.[™] Now it's your turn.

Transfer your ideas from your paper or from the computer document for your name below and fine tune.

FIRST PASS AT MY TAGLINE:



Now, narrow your taglines down to the strongest five contenders and cut and finalize them on the next page. Work with them. Try different versions. Try to narrow down the number of words you use. Less is more when it comes to hooking your customer immediately.



SECOND PASS AT MY TAGLINE:

It is also helpful to put it aside and allow it to grow inside you. The best results happen in the strangest places and at the oddest times.

Once you have gotten your selections down to a few that you are really happy with, take out your Brand Statement and see which one (or two) serves your brand best.





When you're ready, write your final tagline below:

MY FINAL TAGLINE

See, it isn't that difficult when you trust yourself and the process.



For guided examples for each step of the process be sure to listen to your BRAND POVVER[™] Audio CDs.



THE EXPERIENCE

A BRAND IS BORN

Wow, congratulations! You now have all the rules and the tools to communicate your brand powerfully to yourself and your customers. Take a moment to think about how you thought about and communicated your business before you began the BRAND POWER[™] process.

By making a commitment to yourself, your business, and ultimately your customers, you now realize your business is so much more than you thought before, and you have the tools to communicate it to your customers and to yourself in a big way.

Now...you simply have to...use them.

Make sure your brand entrance to the world is one that your customers will want to be a part of by buying from you. The spirit of your brand should be the guiding force that shapes all areas of your business and all encounters with your customers.

CUSTOMER TOUCH-POINTS

What happens before, during, and after a sale? What environment does your brand live in? How do you relate and communicate with your customers?

To start using your brand you will need to determine all the points of contact customers have with your business. This may include: lobbies, web pages, all publicity and advertising materials, digital media, employees and service representatives, promotional exhibits, vehicles, packaging, and phone contacts. A brand experience is a multi-sensory, multi-level one.

Details matter. Pretend you are your customer and go through every step and point of contact involved with your brand. Here are a few questions to get you started:

Where is your business located?

How is your product presented?

How does your service work?

How long are they kept waiting on the phone?

What music do they hear when they are waiting?

What does your order form look like?

What do they see when they step into your store?

How do your service representatives greet the customer?

What do your sales people wear?

What is your website experience?

What do your business cards look like?

How are your marketing materials and mailings experienced?

Are people interested enough to pick up your brochures and read them?

What are other ways your customer see, hear, touch, and feel your brand?

Customers are in search of ways to enrich their lives, escape boredom, and find comfort. Grab their attention, anticipate their needs, engage their senses, and satisfy their emotions with a fulfilling brand experience—using your brand rules.

On the following two pages, list all your possible customer touch-points on the left side of the page, and how your brand rules will define, influence, and communicate them on the right side of the page.

MY CUSTOMER TOUCH-POINTS:

KINDS OF TOUCH POINTS	HOW MY BRAND WILL EXPRESS IT

CONSISTENCY MATTERS

Every connection you have with your customer is vital to your brand experience. The attention you pay now to making each one of them consistent will pay off big time later.



KINDS OF TOUCH POINTS	HOW MY BRAND WILL EXPRESS IT



APPLYING YOUR RULES

At the end of this workbook you will find a place to enter your final brand rules for the business, division, or product you have chosen to take through this process.

Simply transfer your final answer so that you have a clean and easy-to-read document. Once you have transferred your results, you can simply make copies to distribute to your team members and specific vendors to help you implement your brand.

You will also find this same document as a PDF on the BRAND POWER[™] Resource Data Disc called **Your Brand Bible** so that you can use it over and over for additional business, divisions, and products that you will want to brand by going through this process again.



Be sure you transfer your final answers to each lesson from this process to the document called My Brand Bible so that you have an easy and reliable way to distribute your brand rules with the team you hire to implement your brand in the market.

FOLLOWING THE LEADER

Now that you've done all this work, it's important that you stand tall in your shoes as the visionary of your brand. You are in charge of its well-being. You alone are in charge of its success.

The power of extreme clarity you gained by going through this process will never work for you unless you make sure your brand rules are followed.

Make sure you use Your Brand Bible to get your employees, team members, and vendors to all serve your vision. Let them know they are entrusted with a valuable document that is for their eyes only for the purpose of the job for which you hire.

Use Your Brand Bible as a ruler to be sure the work they do actually serves your brand. Use it actively. Don't just expect that your employees, team members, and vendors will know how to understand or use your results. You will have to be the leader and guide them.

After all, you've done the work. Your brand is worth it.

WHO PAYS ATTENTION TO WHAT

Brand Statement

All vendors, including but not limited to Designers (graphic & web), Copywriters, Composers, Architects, PR agents, Sales Team, Product Designers, Marketing Directors, Account Representatives, Customer Relations, and Call Center Representatives, who you hire to implement any component of your brand.

All people who work within the core of your business team, including team members and partners.



Character

All vendors, including but not limited to Designers (graphic & web), Copywriters, Composers, Architects, PR agents, Sales Team, Product Designers, Marketing Directors, Account Representatives, Customer Relations, and Call Center Representatives, who you hire to implement any component of your brand.

All people who work within the core of your business team, including team members and partners.

Key Words

Copywriters, Composers, PR agents, Sales Team, Product Designers, Marketing Directors, Account Representatives, Customer Relations, and Call Center Representatives.

All people who work within your business team, including team members and partners and those who have direct contact with your customers.

Walk-Away Impressions

Designers (graphic & web), Copywriters (for tone only), Composers, Architects, Product Designers, Marketing Directors, Customer Relations, and Call Center Representatives who you hired to implement any component of your brand.

All people who work within your business, including team members and partners and those who are responsible with any aspect of the experience of your brand.

<u>Image (Symbol & Logo-a-Gogo)</u> Designers (graphic & web), Architects

All people who are responsible for any visual aspect of the experience of your brand.

<u>Color</u>

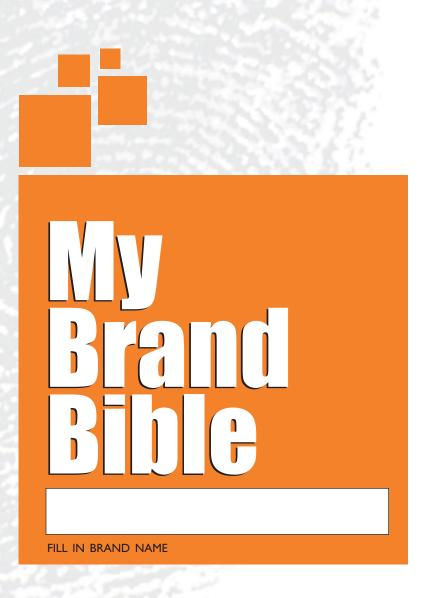
Designers (graphic & web), Architects, Interior Designers

All people who are responsible for any visual aspect of the experience of your brand.

Now that you have powerfully defined your brand, it's time to take it effectively and confidently out to market with the same power of extreme clarity that you just experienced with this process.

You can do this with stage three of the BrandU[®] Business Profit System called MARKET POWER™. "Do not go where the path may lead, go instead where there is no path and leave a trail." —Ralph Waldo Emerson





Confidential: Not for Distribution.

My Brand Bible

These are the rules of my brand. They are not to be taken lightly. They must be adhered to and inform all that you do for my business, division, or product. Any opportunity or project must be able to exhibit these rules and the user of this bible is expected to explain their choices based on the rules contained herein. You are entrusted with a valuable document that is for your eyes only for fulfilling the job for which I hired you.

BRAND NAME:

NAME DEFINITION:

BRAND STATEMENT:

MARKETING STATEMENT:

TAGLINE:

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CHARACTER:

SURE SIGN OF MY BUSINESS' CHARACTER TYPE IS:

THE BENEFIT OF MY BUSINESS' CHARACTER TYPE IS:

CHARACTER DESIGN TARGETS:

MAGAZINES OR NEWSPAPERS:

Ι.		
2.		
3.		
MOVIES:		
l.		
2.		
3.		

TELEVISION SHOWS:

23.	Ι.		
3.	2.		
	3.		

BOOKS:

<u>l.</u>	
2.	
3.	
MUSIC:	
<u>I.</u>	
2.	
3.	

FINAL FOUR KEY WORDS:

IMPACT WORD:

SYNONYMS:

l.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

CONCEPT WORD:

SYNONYMS:

Ι.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

PHILOSOPHY WORD:

SYNONYMS:

l.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

DELIVERY WORD:

SYNONYMS:

l.		
2.		
3.		
4.		
5.		
6.	 	
7.		
8.		
9.		
10.		

FINAL FOUR WALK-AWAY IMPRESSIONS:

Ι.		
2.		
3.		
4.		
SYMBOL:		

My chosen symbol for this brand is:	

I've chosen this because:

LOGO-A-GOGO:

LOGOS I LOVE:

١.

TYPEFACE:

GRAPHIC:

RELATIONSHIP BETWEEN:

2.

TYPEFACE:

GRAPHIC:

LOGOS I LOVE (CONT.)

3.

TYPEFACE:

GRAPHIC:

RELATIONSHIP BETWEEN:

4.

TYPEFACE:

GRAPHIC:

RELATIONSHIP BETWEEN:

5.

TYPEFACE:

GRAPHIC:

RELATIONSHIP BETWEEN:

6.

TYPEFACE:

GRAPHIC:

RELATIONSHIP BETWEEN:

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LOGOS I LOVE (CONT.)

7.

TYPEFACE:

GRAPHIC:

RELATIONSHIP BETWEEN:

8.

TYPEFACE:

GRAPHIC:

RELATIONSHIP BETWEEN:

9.

TYPEFACE:

GRAPHIC:

RELATIONSHIP BETWEEN:

10.

TYPEFACE:

GRAPHIC:

My Brand Bible

LOGOS I HATE:

١.

TYPEFACE:

GRAPHIC:

RELATIONSHIP BETWEEN:

2.

TYPEFACE:

GRAPHIC:

RELATIONSHIP BETWEEN:

3.

TYPEFACE:

GRAPHIC:

LOGOS I HATE (CONT.)

4.

TYPEFACE:

GRAPHIC:

RELATIONSHIP BETWEEN:

5.

TYPEFACE:

GRAPHIC:

RELATIONSHIP BETWEEN:

6.

TYPEFACE:

GRAPHIC:

LOGOS I HATE (CONT.)

7.

TYPEFACE:
GRAPHIC:
RELATIONSHIP BETWEEN:
8.
TYPEFACE:
GRAPHIC:
RELATIONSHIP BETWEEN:
9.
TYPEFACE:
GRAPHIC:
RELATIONSHIP BETWEEN:
10.
TYPEFACE:

GRAPHIC:

RELATIONSHIP BETWEEN:

Confidential: Not for Distribution.

COLOR:

PRIMARY COLOR:

REASON WHY:

SECONDARY COLOR:

REASON WHY:

TERTIARY COLOR:

REASON WHY:

ADDITIONAL NOTES:





MEET KIM CASTLE



Kim is known for saying, "It's all about the **tingle**^m" and this is the captivating spark that she brings to every thing she does.

For nearly two decades, international columnist and BrandU[®] co-creator Kim Castle has helped thousands of clients around the world translate their business ideas into marketable money-making brands from idea, to brand to market.

Prior to her passion of working with conscious entrepreneurs, Kim enjoyed working with Fortune 500 companies including; IBM, DirecTV, General Motors, Domino's, Wolfgang Puck, Pedigree, Higher Octave Music, Hollywood Celebrity Diet, M&M's, Disney Interactive, Paramount and many others including; the retail launch of the million dollar-selling Hollywood Celebrity Diet and was the creative voice behind the ground-breaking, award-winning website Concept Cure for General Motors.

She also created the marketing and packaging campaign for the Emmy winning short film THE QUESTION, was the creative director for the First-ever OFFICIAL 3D VIRTUAL STAR TREK CONVENTION, and successfully steered identities for dozens of small business owners and entrepreneurs, including coaches, authors, realtors and others.

Nominated for the Los Angeles Business Journal Women Making a Difference Award, Kim has spoken internationally for 800+ audiences and has been seen on stage alongside marketing masters Mark Victor Hansen, T. Harv Eker, Wally Amos, Joe Sugarman, Jay Abraham and many others. Castle has traveled the nation making presentations including MarkVictor Hansen's Mega Series and T. Harv Eker's MasterTracs and The World's Greatest Marketing Seminar, and worldwide virtually in Microsoft's Live Meeting. She is also a member of the Agape International Spiritual Center in Los Angeles, CA where she served on the marketing committee, and is a lifetime member of the XL Results Foundation, a world-wide network of socially conscious entrepreneurs.

A past television host and stand-up comedienne, Kim's true passion lies with showing entrepreneurs how to tangibly step into their fullest expression of what they are bringing to this planet in their own personally and financially successful business.

Kim's highlights include:

- Lead the campaign development that drove 1.4 million web site visitors in 30 days, with no marketing budget.
- Crafted a customer experience that signed up over 6,000 people from 95 countries, which lead to the participants spending over 4.5 hours per day online.

To have Kim, or both Kim and Vito speak at your next event call (800) 457-9713 ext. 206 or visit www.BrandU.com

Co-author

MEET W. VITO MONTONE



Vito is known for saying, **"The answr lies around the bend of frustration."** And he tirelessly guides entrepreneurs to that peaceful side of developing a and stable and successful business born of passion.

W. Vito studied architecture at Georgia Tech and opted for entrepreneurial experiences in engineering, retail, publishing, telecommunications, and marketing as well as theatre and television production. He has produced more than 25 stage plays, including TO OZ AND BACK, the television show ENTERTAINMENT ATLANTA[™] for a CBS affiliate, three multi-million-dollar, award-winning CD-ROM projects for Disney Interactive: 101 DALMATIANS ANIMATED STORYBOOK, MATHQUEST WITH ALADDIN featuring Robin Williams, and HADES CHALLENGE, and the award-winning broadband website Concept: Cure for Digital Domain and General Motors.

His vast array of work experience has earned him the title of "Experience Architect." He has created and produced groundbreaking, award-winning, multimedia projects for theatre, television, CD-ROM, and the Web for such companies as Digital Domain, General Motors, Disney Interactive, and Paramount Digital Entertainment. As the Executive Producer at Paramount Digital he led the development of the next generation of entertainment on the web. Out of this vision for the future, he created the first-ever online virtual fan convention, the first-ever OFFICIAL 3-D VIRTUAL STAR TREK[™] CONVENTION.

He has written seven books on a variety of subjects ranging from acoustics to branding and was the first certified consultant in Dramatica[™]. He has consulted on story structure on more than fifteen feature projects. He is the father of the integral theory of *Unified Conscious Development*[™] (UCD) and co-wrote three books: BIG BUSINESS SUCCESS NO MATTER YOUR SIZE, CLEARING THE PATH, and THE BRANDU[®] BIBLE while using it.

He is the co-founder of Neoverse Technology, Intention Products LLC, Whole Weath® Marketplace, and Whole Wealth® Systems, where he oversees development and production. He is also a member of the Producers Guild of America, where he served on the board of the New Media Council for three years.

Vito's highlights include:

- Been associated with products, properties, and business developments that have grossed over \$100 million dollars.
- Written more than 15 books for an array of diverse industries and helped launch and grow two publishing companies, a professional theatre company, and three professional associations. He has also developed businesses in video teleconferencing, retail clothing, graphic design, marketing, television production and virtual conventions.
- He is proud to be a member of the *Producers Guild of America*.



Additional Support

HIRING A DESIGNER

Okay, it's time to bring all your brand elements together into a cohesive and stunning image that will communicate the essentials about your business or product and convince your potential customers that you are their only choice. Sound like a tough challenge? It is. That's why it's important that you choose wisely when hiring a person to create your logo. Think about that the next time you think about putting your milliondollar business in the hands of the clerk behind the quick-copy store or your nephew, Chuckie.

TEN IMPORTANT THINGS TO REMEMBER WHEN HIRING A DESIGNER



Lots of it! By far, this is the most important factor to look for when hiring a designer. Any designer worth their salt should have loads of design and production experience and would love to share it with you. Maybe your brand budget cannot afford the cost of a professional. A design student may have enough experience to handle your requests and meet your design needs. There is nothing worse than starting a design job and finding out midway that your designer cannot deliver.

Talk with them about their design experience. Pay careful attention to the caliber of their past clients. Make sure it's a group worthy of your brand. Find out what they love most about the design process. It's a very good indicator of what will lead the client/designer relationship. Also, talking with them gives you the opportunity to see if you can work together. It's imperative that your designer be able to work with you, not just for you (more on this in item six). Other good questions to ask:

How long have they been designing logos? Is designing logos a job or a hobby? Do they design by hand or by computer?

And most importantly:

Are they able to work with the brand information from your brand bible?

Sometimes novice or beginning designers don't have full command of their abilities and are only able to work within certain parameters. Should you come across such a designer, even if their work is great, you should honor the work you have done on your brand and find another designer. Established designers welcome the detailed information you provide them. It not only makes their job easier and far more successful, it does so in a shorter period of time, which ultimately will save you money. They can also show you their experience in samples.

Work Samples

Designers should have legitimate samples of paid client work for your review—in person or on the Web. Most professional designers offer their work in mini portfolios viewable on the Web. Some also provide downloadable brochures in PDF format. Design students should be able to provide their work from school in the form of a portfolio. Note: The quick-copy clerk and Nephew Chuckie may fall short here. Ask to see samples of past jobs. It is not necessary that you take copies of their work home with you. Most times it is difficult for designers to get more than one printed sample of their work. Viewing samples is a wonderful way to see firsthand the quality of their work, and it helps you set your own expectations. It also allows you to review their design-style and ability.



Ability in a Variety of Styles

Good designers should be able to work in a variety of artistic styles: modern, techno, bold, retro, architectural, art deco, conservative, edgy, etc. They should be able to create in a style that matches the style that's right for your brand. If their range is limited, make sure the style matches the tone you want set for your company, product, or service. If you are not sure, even after reviewing your collected samples in the Image portion of the C.L.I.C.™ process, make sure they can provide a range of at least three styles in the 'comping' stage of the design process.

Design AND Production Skills

A good designer should not only possess top-notch design ability, but they should also possess high-end production skills so that you don't run into production issues when the project is being executed, either in print or on the Web. It is important to know at the beginning if they can do both. If not, and you choose to go with the designer anyway, make sure you have a person with production skills review the job BEFORE going into production and that they are able to follow the job through completion— either printed materials or on the Web.

Clearly Defined Process for Success

A successful project requires a clear and defined process to get there. Your designer should provide you a scope, timeline, and estimate for the job. You should have the opportunity to amend the scope and timeline to meet your needs. Note: Make sure you allow time in your process for this very important first step. Don't expect that they be able to provide you this scope and demand that the logo be done the next day. Your brand vision is worth the extra time and consideration to make sure it is done right. Here are some examples of the process and what you can expect in each stage:

Thumbnail or Concept Stage

This is typically the first round of design that you will see. It is a usually a visual representation of the thought process of the design of your logo. It is NOT final art. Sometimes it is presented by hand-drawn sketches, sometimes as a low-resolution file on the computer; occasionally it can be delivered in discussion. Sometimes thumbnails delivered on the computer can appear as finished art. If this is the case, make sure you ask if it is a thumbnail or comp. Think of this stage as conceptual only. It is a perfect opportunity for you to make comments and give direction. Remember, it's your brand.

Design Stage

This is where your logo takes shape and is directly informed from the discussion in the Thumbnail stage. In this stage you will start to see your logo taking shape. Colors and typefaces are usually explored here. This is usually done on the computer. You can expect to see this in printed form or more sophisticated designers may be able to show you your logo design via the Web.

Final Stage

This is the stage where your logo takes its final form. All directions from the previous two stages should be reflected here. Final color, graphic (if used), and layout should be locked down by this stage. Your tagline should be locked by this point and it should be determined if it is to be included with the logo. This is where your logo will be worked as a high-resolution file, typically 300 dpi. By this stage you should have very little or most likely no further changes.

These stages do not include how and where the logo is then used: i.e. business cards, collateral, signs, webs, packaging, etc. This process should start over for each item in which it is used.

Additional Support



Your Involvement

The design process should clearly define your involvement and the number of times the designer's work will be presented to you in each stage for comment, direction, or approval. It is nearly impossible to have one meeting and have the designer return with final versions that meet all your requirements. Note: Make sure the number of versions that will be presented to you for each stage is clearly defined.

Commitment

Before any work begins, you should have a signed agreement or work order. This letter of agreement should detail what you will be receiving, the timeline that you will receive it in, the money it will cost you, and a stated course of action should anything not go as planned. Sometimes work in progress can exceed a defined scope. Make sure it is defined up front how you wish to be notified of the change of scope or costs. Note: Remember to define in clearly stated terms who owns the artwork and if any royalties or limit-of-use applies.



Design Only or Turnkey Delivery

Decide up front if you want your designer to deliver only the art work file or if you want them to deliver your final materials, either in print or on the Web. A professional design house should be able to offer you turnkey delivery and have a variety of print, manufacturing, and Internet vendors at their fingertips. It is your right to ask for quotes, but know that you will most likely pay for the time it takes to get them. Note: It is common practice for companies to add 15 percent to expenses for scans and printing.



Delivery Format

Make sure you know up front how your final logo will be delivered and in what format. Digital, CD-R, SIT, and ZIP are common forms of data delivery. Platforms are Mac or PC. If your designer is only delivering your logo, the usual art formats are TIFF, EPS, or JPEG. Art file types are usually Photoshop or Illustrator, sometimes Freehand. If they are delivering your business cards or collateral, the layout file types are usually Quark or more recently InDesign. Web file formats are usually GoLive, Dreamweaver, or HTML. Note: If you do not have the programs, you may not be able to access the information provided to you on your own computer. Unless you are a designer, it is not necessary to own these programs. Request that your designer include with your disc a directory of what is on the disk as well as a print-out proof.

Logo Delivery

Make sure you get your logo and tagline, if applicable, in the following formats: MAC and PC, Black & White AND Color, TIFF, and JPEG, HiRes (300dpi) AND LoRes (100 dpi), and JPEGs for Internet use (72dpi.) Note: A cardinal sin is to take images prepared for the Web and use them in your print brochure. This will produce poor results and your image will look blurry and pixilated. This is a sure-fire way to waste great work and look like an amateur.

OTHER HELPFUL HINTS:

A good way to start the search for your designer is by referral. Ask people you respect or whose work you admire. When someone hands you a card with a logo that you like, ask them who created it. Most people will be more than glad to share the information with you.

You have put in a great deal of time, effort, and digging to this point, so be picky. Interview at least three people before deciding.

It's important to remember that you are providing your chosen designer with the essence of your brand resulting from your Brand Bible. Make sure they understand the rules. Own them! Then give them space to create.

When they submit concepts, make sure that they share exactly how the concept represents your brand character and Walk-Away Impressions. If they can't, there is no reason to review the concept. It will only take you off the brand path you have so carefully crafted.

PROTECTING YOUR BRAND

Now that you've worked hard to define your brand it's important that you take the necessary steps to protect it. The information we provide here is for your information only. It is not intended as a substitute for legal counsel.

The following information is directly from the United States Patent and Trademark Office (USPTO) and is subject to their due diligence and is current up until the date of this printing.)

There are three types of Intellectual Property: trademark, copyright, and patent.

The first step is to determine what type of intellectual property protection you need.

TRADEMARKS: protect words, names, symbols, sounds, or colors that distinguish goods and services. Trademarks, unlike patents, can be renewed forever as long as they are being used in business.

COPYRIGHTS: protect works of authorship, such as writings, music, and works of art that have been tangibly expressed. The Library of Congress registers copyrights that last for the life of the author plus 70 years.

PATENTS: a property right granted by the Government of the United States of America to an inventor "to exclude others from making, using, offering for sale, or selling the invention throughout the United States or importing the invention into the United States" for a limited time in exchange for public disclosure of the invention when the patent is granted.

The Trademark Office of the USPTO handles trademarks only.

For information on patents, please visit Patents at http://www.uspto.gov/main/patents.htm or contact 800-786-9199.

For information on copyrights, please contact the Copyright Office http://lcweb.loc.gov/copyright/ (a division of the Library of Congress).

What is a trademark, service or registration mark?

- A trademark is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the goods of one party from those of others.
- A service mark is the same as a trademark, except that it identifies and distinguishes the source of a service rather than a product. Throughout this workbook, the terms "trademark" and "mark" refer to both trademarks and service marks.

Do Trademarks, Copyrights and Patents protect the same things?

No. A copyright protects an original artistic or literary work; a patent protects an invention. For copyright information, go to http://lcweb.loc.gov/copyright/.

For patent information, go to http://www.uspto.gov/main/patents.htm.

Is registration of my mark required?

No. You can establish rights in a mark based on legitimate use of the mark. However, owning a federal trademark registration on the Principal Register provides several advantages, e.g.

- constructive notice to the public of the registrant's claim of ownership of the mark;
- a legal presumption of the registrant's ownership of the mark and the registrant's exclusive right to use the mark nationwide on or in connection with the goods and/or services listed in the registration;

- the ability to bring an action concerning the mark in federal court;
- the use of the U.S registration as a basis to obtain registration in foreign countries; and
- the ability to file the U.S. registration with the U.S. Customs Service to prevent importation of infringing foreign goods.

When can you use the trademark symbols TM, SM and \mathbb{R} ?

Any time you claim rights in a mark, you may use the "TM" (trademark) or "SM" (service mark) designation to alert the public to your claim, regardless of whether you have filed an application with the USPTO. However, you may use the federal registration symbol "®" only after the USPTO actually registers a mark, and not while an application is pending. Also, you may use the registration symbol with the mark only on or in connection with the goods and/or services listed in the federal trademark registration.

What does the USPTO do?

The United States Patent and Trademark Office (USPTO) reviews trademark applications for federal registration and determines whether an applicant meets the requirements for federal registration. They do not decide whether you have the right to use a mark (which differs from the right to register). Even without a registration, you may still use any mark adopted to identify the source of your goods and/or services. Once a registration issues, it is up to the owner of a mark to enforce its rights in the mark based on ownership of a federal registration.

How do you file a trademark application?

Using the Trademark Electronic Application System (TEAS) available at http://www.uspto.gov/teas you can file your application directly over the Internet. If you do not have Internet access, you can access TESS at any Patent and Trademark Depository Library (PTDL) throughout the United States. Many public libraries also provide Internet access.

You can call the USPTO's automated telephone line, at (703) 308-9000 or (800) 786-9199 to obtain a printed form. You may NOT submit an application by facsimile. Their mailing address to file a new application is:

Commissioner for Trademarks 2900 Crystal Drive Arlington, VA 22202-3514

Must you hire an attorney?

No. However, if you prepare and submit your own application, you must comply with all requirements of the trademark statute and rules. If you choose to appoint an attorney to represent your interests before the USPTO, they will correspond only with your attorney.

What Must the application include?

- NAME OF THE APPLICANT
- NAME AND ADDRESS FOR CORRESPONDENCE
- DEPICTION OF THE MARK ("THE DRAWING")
- GOODS AND/OR SERVICES
- APPLICATION FILING FEE
- BASIS FOR FILING
- SPECIMEN
- SIGNATURE

If your application does not meet these requirements, the USPTO will return the application papers and refund any fees submitted.

If you file a paper application, and it meets the minimum filing requirements, the USPTO will assign a serial number and send a filing receipt. You should review this receipt for accuracy, and notify the USPTO of any errors, following the directions on the receipt. An electronically-filed application must include the same information to receive a filing date. However, at the time of filing, an e-mail summary, including a serial number, is sent. No paper filing receipt is generated. If through later review the USPTO determines that the application did not include the required information, we will cancel the serial number and filing date, return the application, and refund the filing fee.

If you transmit your application over the Internet, the filing date is the date the transmission reaches the USPTO server. Otherwise, the filing date of an application is the date the USPTO receives the application.

NOTE: Receiving a filing date does not mean that you have satisfied ALL registration requirements. To obtain a registration, you must comply with all application requirements, and overcome any refusal(s) issued by the examining attorney during examination.

Although only the minimum filing requirements must appear in your initial application to receive a filing date, submitting all available information requested in the application form will help reduce delays in processing your application.

NAME OF THE APPLICANT

The application must be filed in the name of the owner of the mark. The owner of the mark is the person or entity who controls the nature and quality of the goods identified by the mark and/or the services rendered in connection with the mark. The owner may be an individual, corporation, partnership, or other type of legal entity.

Do I have to be a U.S. citizen to apply?

No. However, if you do not reside in the United States, you must appoint a "domestic representative" as part of the application process.

NAME AND ADDRESS FOR CORRESPONDENCE

The name and address for correspondence is the address where the USPTO will send communications concerning the application. It may be that of the applicant or the applicant's legal representative. Also, an applicant residing outside the United States must list a domestic representative, that is, the name and address of any person residing in the U.S. "upon whom notices or process may be served for proceedings affecting the mark."

You must keep your mailing address up-to-date with the USPTO. If your address changes at any time during the application process, you must request in writing that we change the address. Please include at the top of the request a "heading" listing the applicant's name, mark, and the application serial number. Mail the change of address to:

Commissioner for Trademarks 2900 Crystal Drive Arlington,VA 22202-3514

DEPICTION OF THE MARK ("THE DRAWING")

Every application must include a clear drawing of the mark you want to register. We use the drawing to file the mark in the USPTO search records and to print the mark in the Official Gazette and on the registration certificate.

TESS (Trademark Electronic Application System) generates a proper drawing for you, based on the information you entered. If you are preparing the drawing page yourself, use white, non-shiny paper that is 81/2 inches wide by 11 inches long (21.59 cm by 27.94 cm), and include the following elements in a "heading":

- applicant's name;
- correspondence address;
- listing of goods and/or services; and
- dates of use (if already using the mark in commerce), or, wording "Intent to Use."

The representation of the mark must then appear below the heading, in the middle of the page, in the proper format for either a "typed" drawing or a "stylized or special form" drawing. Once filed, you cannot make a material change to your mark.

What is a "typed" drawing?

To apply to register a mark comprised of word(s), letter(s), and/or number(s), with no particular stylization or design element included in the mark, you should select the "typed" drawing format.

What is a "Stylized or Special Form" drawing?

If the particular style of lettering is important or the mark includes a design or logo, you must select the "stylized or special form" drawing format. The drawing page should show a black and white image of the mark, no larger than 4 inches by 4 inches (10.16 cm by 10.16 cm). The drawing in special form must be a substantially exact representation of the mark as it appears on the specimen or on the foreign registration, as appropriate.

Do not submit a drawing with color or gray shading, even if the mark is used in color. Instead, specify any color designations in a description of the mark within the body of the application, not on the drawing page e.g. "The mark consists of a bird with a blue body and red wings". Also, do not submit a drawing that combines typed matter and special form.

GOODS AND/OR SERVICES

You must list the specific goods/services for which registration is sought, regardless of the basis for the application. For information on "basis," see BASIS FOR FILING.

 If based on use in commerce, you must already be using the mark in commerce on or in connection with all the goods and/or services listed. If based on intent to use and/or a foreign application or registration, you must have a bona fide intention to use the mark in commerce on or in connection with all the listed goods and/or services.

When specifying the goods and/or services, use clear, concise terms, i.e., common commercial names and language that the general public easily understands. If you fail to list any recognizable goods or services, They will return your application and refund your fee.

Please note that the terms in the classification listing of goods and services in the "International Schedule of Classes of Goods and Services" are generally too broad and should not be used alone as an identification. Also, an international class number alone is never an acceptable listing.

Can I change the goods and/or services after filing my application?

You can clarify or limit the goods and/or services. However, you may not expand or broaden the identification of goods and/or services after filing the application.

APPLICATION FILING FEE

Currently, the filing fee for a trademark application is \$335.00 per class of goods/services. Additionally, the fee for amending an existing application to add an additional class or classes of goods/services will be \$335.00 per class. For a listing of classes, see International Schedule of Classes of Goods and Services on the website. Fee increases, when necessary, usually take effect on October I of any given year. Please call I-800-780-9199 for up-to-date fee information.

The filing fee must be paid in United States currency. The USPTO accepts payment by credit card, check or money order, or through an existing USPTO deposit account. Personal, business and certified checks are accepted and should be made payable to "Director of the USPTO." A form for authorizing charges to a credit card can be accessed through all TEAS forms. If you are filing on paper, you can download the form for authorizing credit card charges from the USPTO website at http://www.uspto.gov/web/forms/2038.pdf. For a complete listing of all trademark fees, see Fees for Filing Trademark-Related Documents. NOTE: If the application meets the minimum filing requirements and is given a filing date, the application filing fee cannot be refunded.

BASIS FOR FILING

The application should include your "basis" for filing. Most applicants base their application on their current use of the mark in commerce, or their intent to use their mark in commerce in the future.

What is "use in commerce"?

For the purpose of obtaining federal registration, "commerce" means all commerce that the U.S. Congress may lawfully regulate; for example, interstate commerce or commerce between the U.S. and another country. "Use in commerce" must be a bona fide use of the mark in the ordinary course of trade, and not use simply made to reserve rights in the mark. Generally, acceptable use is as follows:

For goods, the mark must appear on the goods, the container for the goods, or displays associated with the goods, and the goods must be sold or transported in commerce.

For services, the mark must be used or displayed in the sale or advertising of the services, and the services must be rendered in commerce.

If you have already started using the mark in commerce, you may file based on that use. A "use" based application must include a sworn statement (usually in the form of a declaration) that the mark is in use in commerce, listing the date of first use of the mark anywhere and the date of first use of the mark in commerce. A properly worded declaration is included in the USPTO standard application form. The applicant or a person authorized to sign on behalf of the applicant must sign the statement. The application should include a specimen showing use of the mark in commerce.

What is "intent to use"?

If you have not yet used the mark, but plan to do so in the future, you may file based on a good faith or bona fide intention to use the mark in commerce. You do not have to use the mark before you file your application.

An "intent to use" application must include a sworn statement (usually in the form of a declaration) that you have a bona fide intention to use the mark in commerce. A properly worded declaration is included in the USPTO standard application form. The applicant or a person authorized to sign on behalf of the applicant must sign the statement.

NOTE: If you file based on intent to use, you must begin actual use of the mark in commerce before the USPTO will register the mark; that is, after filing an application based on "intent to use," you must later file another form ("Allegation of Use") to establish that use has begun. See "Additional Requirements for 'Intent to Use' Applications" for more information.

Is there any other possible filing basis?

Yes. Although not as common, you may base your application on international agreements. Under certain international agreements, if you qualify, you may file in the U.S. based on a foreign application or on a registration in your country of origin.

SPECIMEN

What is a "a specimen" of use?

A specimen is an actual example of how you are using the mark in commerce on or in connection with the identified goods and/or services. This is not the same as the drawing of the mark, which merely represents what you are claiming as the mark.

What is a proper specimen for use of a mark on goods (products)?

Normally, a specimen for a mark used on goods shows the mark on the actual goods or packaging for the goods. You may submit a tag or label for the goods; a container for the goods; a display associated with the goods; or a photograph of the goods that shows use of the mark on the goods. Do not submit the actual product.

Invoices, announcements, order forms, bills of lading, leaflets, brochures, publicity releases, letterhead and business cards generally are NOT acceptable specimens for goods.

What is a proper specimen for use of a mark with services?

A specimen for a mark used in connection with services must show the mark used in the sale or advertising for the services. You may submit a sign, a brochure about the services, an advertisement for the services, a business card or stationery showing the mark in connection with the services, or a photograph showing the mark as used in rendering or advertising the services. There must be some reference to the type of services rendered on the specimen, i.e. not just a display of the mark itself. For example, if the mark sought to be registered is "XYZ," a business card that only shows the mark "XYZ" would not be acceptable.A business card that states "XYZ REAL ESTATE" would be acceptable.

How do you file the specimen?

If filing electronically, you must attach an image of your specimen in GIF or JPG format. In order to show the context in which the mark is used, the image should include as much of the label or advertisement as possible.

If filing a paper application, the specimen submitted with the application must be flat and no larger than 81/2 by 11 inches. If you submit a larger specimen, the USPTO will create a facsimile of the specimen, insert it in the application file wrapper, and destroy the original submission. However, specimens consisting of videotapes, audio tapes, CDs or computer diskettes are acceptable for marks, such as sound marks, that cannot be used any other way.

When do you file the specimen?

- For an application based on "use" If you are using the mark in commerce and you file based on that use, you should submit one specimen for each class of goods/services listed in the original application.
- For an application based on "intent to use," you must submit one specimen for each class of goods/services when filing the "Allegation of Use." See section "Additional Requirements for 'Intent to Use' Applications".
- For an application based solely on a foreign application or registration, no specimen is required.

Who can sign the application?

A person who is properly authorized to sign a verification on behalf of the applicant is:

- a person with legal authority to bind the applicant, or
- a person with firsthand knowledge of the facts and actual or implied authority to act on behalf of the applicant, or
- an attorney as defined in 37 C.F.R. §10.1(c) who has an actual or implied written or verbal power of attorney from the applicant.

How do you sign a TEAS application?

In a TEAS application, you do not apply a conventional signature. Instead, you enter a "symbol" that you have adopted as a signature. The USPTO will accept any combination of letters, numbers, spaces and/or punctuation marks placed between two forward slash ("/") symbols. Examples of acceptable signatures for TEAS applications include /john doe/, /drl/, and /544-4925/.

What happens after you file?

- legal and procedural review of application
- publication for opposition
- certificate of registration or notice of allowance

LEGAL AND PROCEDURAL REVIEW OF APPLICATION

After the USPTO determines that you have met the minimum filing requirements, the application is forwarded to an examining attorney. This may take a number of months. The examining attorney reviews the application to determine whether it complies with all applicable rules and statutes and includes all required fees. Federal registration of trademarks is governed by the Trademark Act of 1946, 15 U.S.C. §1051 et seq., and the Trademark Rules of Practice, 37 C.F.R. Part 2.

A complete examination includes a search for conflicting marks, and an examination of the written application, the drawing, and any specimen. You can do your own unofficial search using TESS at http://tess2.uspto.gov). This does take some skill and is not definitive to determine if the name or make is available, however you can ascertain if the trademark already exists, making it unavailable to you.

If the examining attorney decides that a mark should not be registered, the examining attorney will issue a letter (Office action) explaining any substantive reasons for refusal, and any technical or procedural deficiencies in the application. If only minor corrections are required, the examining attorney may contact the applicant by telephone or e-mail (if the applicant has authorized communication by e-mail). If the examining attorney sends an Office action, the applicant's response to the Office action must be received in the Office within six months of the mailing date of the Office action, or the application will be declared abandoned.

If the applicant's response does not overcome all objections, the examining attorney will issue a final refusal. To attempt to overcome a final refusal, the applicant may, for an additional fee, appeal to the Trademark Trial and Appeal Board, an administrative tribunal within the USPTO.

Does the examining attorney search for conflicting marks?

Yes. After an application is filed, the assigned examining attorney will search the USPTO records to determine if a conflict, i.e. a likelihood of confusion, exists between the mark in the application and another mark that is registered or pending in the USPTO. The USPTO will not provide any preliminary search for conflicting marks before an applicant files an application. The principal factors considered by the examining attorney in determining whether there would be a likelihood of confusion are:

- the similarity of the mark, and
- the commercial relationship between the goods and/or services listed in the application.

To find a conflict, the marks do not have to be identical, and the goods and/or services do not have to be the same. It may be enough that the marks are similar and the goods and/or services related. If a conflict exists between your mark and a registered mark, the examining attorney will refuse registration on the ground of likelihood of confusion. If a conflict exists between your mark and a mark in a pending application that was filed before your application, the examining attorney will notify you of the potential conflict. If the earlierfiled application registers, the Examining Attorney will refuse registration of your mark on the ground of likelihood of confusion.

Can you search for conflicting marks before filing?

You should search the USPTO records before filing your application to determine if any party is already claiming rights in a particular mark. You may conduct a search on-line at http://tess2.uspto.gov, or by visiting the USPTO Trademark Public Search Library at 2900 Crystal Drive, 2nd Floor, Arlington, Virginia.

Additionally, registered and pending trademarks may be searched at a Patent and Trademark Depository Library (PTDL). PTDLs are located throughout the U.S. See PTDL for a listing of their locations, or http://www.uspto.gov. Private trademark search firms will conduct a search for a fee. A listing of search firms can be found in the Yellow Pages of local phone directories or through an Internet search. The USPTO cannot assist you in selecting a search firm.

You can check the status of any pending application or registration through the Trademark Application and Registration Retrieval (TARR) database, available on-line at http://tarr.uspto.gov, or by calling the Trademark Status Line at (703) 305-8747.

Are there other reasons the examining attorney might refuse my mark?

Yes. In addition to likelihood of confusion (discussed above), an examining attorney will refuse registration if the mark is:

- primarily merely descriptive or deceptively misdescriptive of the goods/services;
- primarily geographically descriptive or primarily geographically deceptive; misdescriptive of the goods/services;
- primarily merely a surname; or ornamental.

This is not a complete list of all possible grounds of refusal. See Chapter 1200 of the Trademark Manual of Examining Procedure (TMEP), available at http://www.uspto.gov/web/offices/tac/tmep/, for a complete discussion of the grounds for refusal of registration of a mark.

PUBLICATION FOR OPPOSITION

If the examining attorney raises no objections to registration, or if the applicant overcomes all objections, the examining attorney will approve the mark for publication in the Official Gazette, a weekly publication of the USPTO.

The USPTO will send a NOTICE OF PUBLICATION to the applicant stating the date of publication. Any party who believes it may be damaged by registration of the mark has thirty (30) days from the publication date to file either an opposition to registration or a request to extend the time to oppose. An opposition is similar to a proceeding in a federal court, but is held before the Trademark Trial and Appeal Board, a USPTO administrative tribunal. If no opposition is filed or if the opposition is unsuccessful, the application enters the next stage of the registration process. A Certificate of Registration will issue for applications based on use, or a Notice of Allowance will issue for intent-to-use applications.

CERTIFICATE OF REGISTRATION OR NOTICE OF ALLOWANCE

If the mark is published based upon the <u>actual use</u> of the mark in commerce, or on a foreign

registration, and no party files an opposition or request to extend the time to oppose, the USPTO will normally register the mark and issue a registration certificate about twelve (12) weeks after the date the mark i published.

If the mark is published based upon the applicant's bona fide <u>intention</u> to use the mark in commerce, the USPTO will issue a NOTICE OF ALLOWANCE about twelve (12) weeks after the date the mark was published, if no party files either an opposition or request to extend the time to oppose. The applicant then has six (6) months from the date of the NOTICE OF ALLOWANCE to either:

- use the mark in commerce and submit a STATEMENT OF USE; or
- request a six-month EXTENSION OF TIME TO FILE A STATEMENT OF USE.

Forms are available at http://www.uspto.gov.

ADDITIONAL REQUIREMENTS FOR "INTENT TO USE"APPLICATIONS

Before the USPTO will register a mark that is based upon a bona fide intention to use the mark in commerce, the owner must:

- use the mark in commerce, and
- file an Allegation of Use.

What is an Allegation of Use?

An Allegation of Use is a sworn statement signed by the applicant or a person authorized to sign on behalf of the applicant (see signature) attesting to use of the mark in commerce. With the Allegation of Use, the owner must submit:

- a filing fee of \$100 per class of goods/services; and
- one specimen showing use of the mark in commerce for each class of goods/services.

A form for filing the allegation of use is available at http://www.uspto.gov/teas/eTEASforms.htm.

HOW TO RESEARCH US TRADEMARKS ON THE WEB

US Trademark Electronic Search System (TESS) contains the records of pending and registered US trademarks.TESS also includes the records of dead US trademarks since January I, 1984.TESS does not include common law, state, or foreign trademarks.The fact that a mark is not present in the TESS database does not necessarily mean that the mark is not currently being used as a trademark. The date of last update for TESS is indicated on the search screens. The search strategies presented in this handout are preliminary and should not be considered comprehensive. It is strongly suggested that you read all help screens in TESS to learn about additional search techniques.

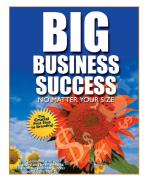
If you have any questions regarding the adoption or use of a trademark, it is strongly recommended that you consult an attorney.

For additional trademark information go to: http://www.uspto.gov

ADDITIONAL SUPPORT

Do you know an entrepreneur who is struggling to get their business off the ground? Or a budding entrepreneur who is thinking about leaving corporate life and needs some support? Or a student who is showing signs that they have the entrepreneurial spirit? The following tools can get them off on solid footing. They also make excellent gifts!

BIG BUSINESS SUCCESS NO MATTER YOUR SIZE - BOOK

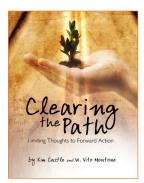


"Read Big Business Success and learn how to experience profitability beyond belief." —Mark Victor Hansen, CHICKEN SOUP FOR THE SOUL

This informative and inspiring

book demystifies brands like Coke and Disney and sets the stage for any business to be developed with the same big-business approach. It is a powerful read and makes a wonderful gift for anyone leaving corporate life for an entrepreneurial one, or anyone who's launching a new product or has been charged with revitalizing an ongoing enterprise. It is also perfect for individuals who are embarking on new careers or work within a larger marketing structure.

CLEARING THE PATH -WORKBOOK AND 4 CDS



"Clearing the Path is a masterful process to release fear. Going through the 5 steps in mere minutes amounts to a year of psychotherapy." —Jane Ellen Plotkin MFT, CHT

Within each entrepreneur lies an unlimited potential for success—yet the path to get there is often riddled with an unseen struggle. When it strikes, it often leaves you frozen, unable to move forward. It can take you down before you've even started—until now. Simple to follow and easy to use, the combination of this process-driven workbook, three Guided Audio CDs, and Visualization CD helps you to quickly transform any limiting belief into immediate forward-moving action towards your business growth and lasting success.

CONSCIOUS ENTREPRENEUR EXPERIENCE - 2 DVD SET



"I was inspired by all of the guests, Joe Sugarman is amazing. I had a huge AHA when doing one of the exercises."—Mari Smith, Facebook Expert & President SOCIAL MEDIA ASSOCIATION

Every day more and more people today are listening to a constant tug in their heart and the rumbling in the world—telling them that there's a greater path to financial freedom and personal fulfillment by leveraging their unique, knowledge, insight and expertise in their own business. Learn from multi-million dollar entrepreneurs: turnaround specialist Spike Humer, *Blublocker's* Joe Sugarman, and *I Love Bracelets'* Marcia Miller as they share real-life stories of how they made it and what they do to stay on the entrepreneurial path when times get tough.

To order these business-building tools go to: **www.BrandU.com**

ADDITIONAL SUPPORT (CONT.)

BRANDU® CERTIFIED BUSINESS COUNSELOR



"Now that I've gone through BrandU[®] for my own business, it would make my work with my own clients so much easier to do and 100% reliable."

Do you have a burning desire to help hundreds of people experience success in their lives by showing them how to create a successful business and zoom to power, profits, and prosperity while making a difference in the world?

Do you enjoy the teaching, the training, and the money but you don't want to worry about creating the content?

Would you like someone to just hand you a business in a box and support you in creating your own business success as a coach?

The BrandU[®] Counselor Certification Program is looking for a trained, passionate coaches to be a part of its worldwide expansion of entrepreneurial training and support.

We're creating one million entrepreneurs who are successful and whole so that they can make a difference in the word. Now that you're one of them, you can play a part in making this vision happen quickly.

BY APPLICATION ONLY

For more information about the BrandU[®] Certified Counselor Program go to: www.BrandU.com/certified

BRANDSTORM - AVAILABLE IN 15, 30, OR 60 MINUTES



"In just one hour with Kim, I walked away with the most clarity I have ever had about my business."—Kate Sanner, President, VIVACITY

As the principal guiding

force in your business, every once in a while you will find yourself in the middle of a business issue that no matter how you look at it, you need support in making the best decision to move forward. You don't have to figure it out on your own. We can help.

These issues include, but are not limited to;

- Strategic website development
- Reviewing your brand or product development
- Guiding your team
- Reviewing business opportunities
- Finding the fast money in a current business
- Transitioning to a new business
- Campaign development
- Expanding your business
- Revisiting any step of the Business Profit System

SUBJECT TO AVAILABILITY

www.BrandU.com/brandstorm

SPEND THE DAY WITH US

An exclusive opportunity to work privately with both Kim Castle and W. Vito Montone in person at their office or at a location of your choice on any aspect of your business—including vision, structure, brand strategy, productization, and much more.

BY APPLICATION ONLY

SUBJECT TO AVAILABILITY

www.BrandU.com/privatementor

OUR 100% GUARANTEE

Don't forget, now that you have gone through a BrandU[®] Business Profit System program, you are able to upgrade to a higher level of support within any given stage; from self-directed all the way up to hands-on private mentoring.

This 100% Upgrade Guarantee applies to each of the three stages of the Business Profit System: POWER PATH[™], BRAND POWER[™], and MARKET POWER[™].

That means, you are now eligible to get more support and receive 100% credit for the program cost you paid, less shipping and handling and applicable taxes to apply towards the new program within the same stage.

AND RANUPGAR

You must request and complete this upgrade within one (1) year from the date of your original purchase of the program.



WHERE DO YOU GO FROM HERE?



Now from the creators of POWER PATH[™] and BRAND POWER[™], comes a revolutionary new system for effectively bringing your brand out to market. Co-creators Kim Castle and W. Vito Montone walk you through a series of market-building processes to ensure that your business is top of mind in the marketplace and earning top dollar.

This step-by-step program includes:

- How to articulate your unique consumer solution so that business opportunities gravitate toward you.
- How to powerfully position your brand amongst your competition so that the right customers choose your business consistently.
- How to develop your own big business product funnel so that you will reap leveraged revenue year after year.
- How to strategically approach a variety of several target markets so that you don't limit your business' potential earnings.

MARKET POWER[™] is a unique Integral approach to preparing your business for success in a highly competitive world by addressing market research, target identification, niche definition, productization, positioning, messaging, and other steps to make any marketing, advertising, and PR strategy work for you 100% of the time. Available in self-study, online interactive, live intensive, and private mentoring programs.

For more information about MARKET POWER[™] go to: www.BrandU.com/marketpower or email membercare@brandu.com.

BRAND POWER[™]

ANNUAL BRAND POWER™ CHALLENGE

Every year Kim and Vito select entrepreneurs from diverse industry segments that have demonstrated a significant increase in their business success using the BRAND POWER[™] program. Whether you've entered a new market, developed a new business or product, experienced greater gross revenue, brought in more customers, or profited from better earnings. You could win the BRAND POWER[™] Challenge when you apply your Brand Bible results.

Find out how by visiting: www.BrandPowerChallenge.com!

EXPERIENCE CLARITY ALL THE WAY TO THE B

Stage Two of the Business Profit System, BRAND POWER[™], is a one-of-a-kind brand mastery program that delivers practical hands-on understanding to define your core uniqueness and the communication that ensure that customers crave what you're selling. BRAND POWER[™] shows you how to position your business in the hearts, minds, and wallets of your customers and stay there. Great place to live...isn't it?

Kim Castle and W. Vito Montone, business visionaries, authors and life-long entrepreneurs, have been working alongside Fortune 500 companies and guiding small business owners for nearly two decades. Their approachable personalities and their no-guru methodology have indelibly touched thousands of small business owners and entrepreneurs around the world with their brilliantly insightful message and powerful entrepreneurial curriculum. Their process-based results-driven approach to business development was created especially for creative entrepreneurs, to help them grow beyond the confusion of possibility to the power of extreme clarity-from idea, to brand, to sales in the market.

They have worked tirelessly to empower business owners to gain more freedom, more money-making expression, and more life. Through BrandU[®] they prove that there is a reliable path to grow a business while giving customers what they want today—a deeply personal touch. BrandU[®]'s business-building support gives entrepreneurs the power to prove that they have what it takes to build a flourishing, innovative, and wholly sustainable business. Kim and Vito don't just preach business rhetoric; they hold out their hand to support entrepreneurs to experience clarity all the way to the bank[™].

With BRAND POWER[™], you will powerfully lead and communicate your brand by:

- Defining the core of your business essence using a copywritten proprietary four-step integral process to develop the soul of your business so that your brand can be brought to life ...
- Developing your all external communication tools using a copywritten proprietary four-step integral process to communicate your brand in an experiential way...
- Learning how to cut through the marketing noise and make a powerful first impression that sticks with your customers...
- Developing a dynamic name, tagline and marketing statement that powerfully communicates your business on par with high-priced agency copywriters regardless of your writing skills or experience...

- Ensuring customers talk about your brand with laser consistency...
- Knowing what is the right logo for your brand...
- Choosing the precise most powerful colors for your brand...
- Guiding graphic designers, copy writers, and web designers with confidence and ease so that their work brilliantly captures your brand at a fraction of the normal cost, energy and time...
- Know how to create a consistent brand experience with every interaction customers and prospects interact with your brand...
- And much more...

"The ability to create wealth is directly linked with a person's willingness to design a life of their dreams. With their amazing process for creating a business as big as you can imagine, Kim and Vito show you how to get there...every step of the way."

> -ALEXANDRIA BROWN, Ali Magazine, Ali International

"With this process, Kim and Vito deliver so much more than just a unique and powerful way to communicate your business. By going through each step, you complete the process knowing that your business is 100% unstoppable."

> -CYNTHIA KERSEY, Best Selling Author, Unstoppable and Unstoppable Women



BrandU® co-creators Kim Castle and W.Vito Montone are changing the lives of thousands of business owners around the globe with their powerful and clarifying BrandU[®] programs. While Castle has worked on some of the largest brands at some of the largest advertising agencies and Montone has overseen entertainment brands at motion picture studios, their true passion is helping conscious entrepreneurs become successful, whole, while making a difference in the world. They both reside in Southern California and are living the 'tingle.'

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