



How to Create a Hot Brand to Fire Up Your Sales!

By Liz Goodgold



- **Why You Should Brand**
 - Commands premium price
 - Creates awareness
 - Builds loyalty
 - Generates word of mouth buzz
 - Pre-sells your customers
 - Delivers more leads to your front door
 - Increases credibility

- **Create the E-X-P-E-R-I-E-N-C-E**
 - Utilize all of your senses
 - Unscripted behavior most influential
 - Make it “funner” to do business with you
 - Lure of unexpected rewards, loyalty, and gifts

- **Produce A Compelling 7-second Hook**
 - Headwhip effect
 - Appropriate for you and the brand
 - Humor works
 - Goal = FLAWLESS recall

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- **Avoid the “Mel Gibson” Effect**
 - Brand Explosion: {When brand behavior ≠ expectations }
 - Remain AUTHENTIC!
 - Beware the camera
 - Post/share selectively
 - Be your best

- **Build Your Messaging Like A Sandwich:**
 - Baloney is always in the middle
 - Headlines as complete benefit statements

- **Create A Hot Business Card: 9 Deadly Sins of a Biz Card**
 1. Including web site vs. email
 2. Not having your own domain
 3. Squished name issues
 4. Not able to scan your card_____
 5. Email address is “info”, “sales” or “customer service@_____.com”
 6. Making it overly complicated_____
 7. Not capturing additional misdirects, misspellings and similar sounding domains.
 8. Combining #'s, letters, hyphens, and underscores
 9. Not using the second side

- **Remember Your R&D: Rip Off And Duplicate**
 - Any promotion is inspiration
 - Steal from other industries
 - Remember to test

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- **Create Your Own Unique Vocabulary**
 - Can you become a Peetnik? Mbassador?
 - Is your biz “priceless”?
 - Is every mistake a “shopportunity?”

- **Recycle, Reuse, Get a Return on Your Investment**
 - Write your sales sheet; turn it into a blog
 - Turn your blog into an article
 - Turn your article into a speech
 - Turn your speech into a CD/MP3

For Further Information About How Liz Can Work With You and Your Firm To Achieve Sizzling Results, **Please Call her at 858-550-7000**

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