**Build an Authentic Brand to Increase Your Bottom Line**

Hello, everyone. Thank you for having me. I am super excited to be sharing my tips and tricks on building a scalable and sustainable brand. With the way the business landscape is it's all about standing out and standing out on a concrete foundation that will allow us to scale. And not being jaded by shiny bright new objects. Before we get into the meat and potatoes of this. I want to make a promise to you. My promise to you is, no matter what kind of small business you are whether you are a solo entrepreneur starting out or you are a brick-and-mortar business or a $10 million business, I want to show you a way you can optimize your brand to increase your bottom line. And shed some insight as to what branding is and how we leverage it to our advantage. I work with so many small businesses that think branding is just a color or a logo. While that might be a part of it, there are a lot of nuances that go along with it. I am here to show you, and give you those insights that say it is not by fly-by-night tactics or get rich quick schemes or marketing or strategies you are seeing all over space - - Facebook . There's more of a foundation we need to build.

Before we get any further and jump in, let's get serious. Let's put the cell phones away.

Let's close down Facebook. Let's close down all of our tabs. If you are going to be on twitter make sure you are tweeting about this mentor. Close down Skype. All I ask is for undivided attention for the next 35 to 40 minutes. What I will show you will be impactful for your business and your brand moving into 2018 and beyond. I want to make mention I have a free resource for everyone. If you signed up for my email updates you will get that. If you did not sign up for them, I will supply you with a URL at the end of the webinar. It will be a free resource that will help you make your brand more efficient.

With that being said, I will introduce myself. I am Steven Picanza. I am a senior brand advisor with The Agency Guy. I have founded The Creative Hustler and we will get to the bulk of those companies in a bit. Mainly I am a branding coach and mentor. I have seen firsthand, the power that branding can bring to an organization any business. Over the last 15 years, which has seen me go from a musician from founding my own agency which I had and ran - - for five years. I have seen brands rocksolid and I have seen brands that are anything but rocksolid. There are a few tricks and that's what I want to show you here today.

A little bit about The Agency Guy. It's a cool name. Essentially we serve a very basic purpose but a purpose that is truly needed today. We help brands like yours, navigate through the white noise of marketing gurus and bland creative's . Our purpose of connecting great brands with proven agency partners. This stems from the fact that a lot of agencies have salespeople , and those people are just that. They are salespeople. They will sell you anything they think you need. For example, if you go to a digital marketing agency and you say I think I need SCO for my website, nine times out of 10 they will say you don't need a little you need a lot. In actuality, you may need a messaging strategy. You may need a new website. You may need a whole slew of other marketing options , but you are getting sold. There's a lot of smoke and mirrors with marketing. It is our job to help you navigate and to break those misconceptions of what a good marketing firm and agency is. That is the service we provide with the agency guys. Unbiased marketing strategy for your brand.

I want to take a step for a second and imagine . I want you to imagine 2018 being a breakout year for your brand. What do you think that would do for your business? Do you think you will be able to create more organic opportunities? What about if your brand is consistent and scalable ? What will that do for your bottom line? Do you think the revenue will go up? Do you think you'll make more money? You think you will have more time to spend with your family? You are not getting's shiny bright new objects center. With essentially there something about their we have to do that. We abandon all strategy. I want to take a quick second and imagine what your perfect brand looks like what does it feel like what does it say to you. Perfection is right there around the corner and if we put a few strategies in place we can achieve it.

In 2018, there are three big brand trends I want to talk about. First, his position. A focus on positioning your brand correctly and the right way. The second big trend I want to talk about is how your brand culture can be an ROI driver. Your culture doesn't mean you have to have ping-pong cables and beer Fridays . It's a matter of how we act and how - - it's a matter of internally what do we believe to be true and externally how do we act? The third trend is focusing on your story and your messaging to drive people, products, and profits. Before we get there and start looking at these trends, we need to break down a couple branding misconceptions. Over the course of my career these are a lot that have come up. Small business owners come up to me and say I want to work with you. I need branding help. They start telling me what they need and they are missing a core part. Everyone wants to say branding is your logo. I'm going to nip this in the bud right in the get go. Branding is not your logo. Your logo is included in your branding, but it is not all that makes up your brand. Your logo is a mark. Your logo is a creative expression of your brand. Should be memorable? You bet. Should it be something you are so proud of and you want to get it tattooed on you? You bet. It isn't everything. We see this a lot with brands who are going to rebranding and they make iterations of their logo. But they are calling it a rebranding. They are focusing rebranding efforts on the stuff that matters. Also, branding is not your product. This is another big misconception. I was working with the gym and they were one of those 999 gems. They wanted to brand themselves as a 999 Jim. I think they are great. I used to be a member to them. What happens when that 999 Gym where you spent hundreds of thousands to put out there what happens if you have to raise your price? What happens when $9.99 does not make you competitive and you are losing money in margins. You just spent all this time and energy branding your brand of a product and that is not right. We need to look at it differently and realize you are branding everything you are say you are branding. Your messaging is all that other stuff that comes with it. We will get to that in a bit.

Like I said branding is not your price. I talked about price on product but I want to talk about price again. They very much go hand-in-hand. Your product doesn't define your brand neither does your price. If we are able to really keep this in our back pocket and remember that, we will be much more able to build something scalable that is adaptive to what the market says and what the economy says and what your customers want. Branding is not your promotions or advertising. This one gets a little confusing because we are always launching new campaigns. Campaigns in the marketing and advertising world is what drives France. We are doing a new campaign for the spring or the product launch or a new campaign for the holidays. That doesn't dictate your brand and the perception your brand has to its customers. That doesn't necessarily dictate how your brand is going to reach new audiences and get them into a sales funnel. It will help with that, but it is not the whole thing. That is the point I am trying to do drive-in here. Branding is not a singular action. Like your promotions or advertising. It is an ecosystem we are trying to build. Right now you're probably saying that is great. So, Steven, what is a brand? That's a question I get a lot. I don't want to talk about it in general but a modern-day one. A brand that isn't necessarily branding themselves for 2017, but looking to 2018 and 2019 and looking to be scalable. And looking for longevity in business. Isn't that what we want? I know that's what I want. Just imagine for a second, that your brand in five years when you've done everything right and build the brand on concrete, imagine what that looks like. Imagine what it does for your pocketbook. Great brands are not built in sand. They are building concrete. They are built with a solid foundation that can only go up from here. When you build it in the sand and you build it on something that's not a foundation that isn't built out of concrete or built correctly, there will be some areas that fail. There will be areas of your brand that are not optimal in achieving the goal you put out to achieve. What are the modern-day brands?

They are authentic. We use the word authentic a lot. It can be a buzzword and I wrote a blog for advertising week I believe in 2014 about the word authentic being a buzzword. Ultimately, authentic means your brand core values what you believe to be true inside match your day today actions outside. It is an idea of internally and externally saying the same story. You are able to do that, it is easy to understand. It is not complicated. How many brands do you know out there that are complicated? If they say one thing on social media but you walk into their [Indiscernible] and they say something else. They say one thing in the store, but you see a commercial say something else. There is many mixed messages out there. There are a lot of complication and gray areas. That makes the Brandon complicated, and in this day and age when we have so many different options, if you have even one ounce of complication to your brand, you very easily can lose a customer.

A modern-day brand is obsessed with customer experience and we are in the era of experience. It is not stopping. Experience will drive business moving forward. When we say customer experience it isn't just the customer service when we call the helpline or the 800 number, but it is every touch point your brand has out there that it authentic and is out there. And there's a touch point. When I use that term, I am referring to social media. Your website, a business card. Your elevator pitch when you meet someone at a business network. Everything that has your brand name on it. It is creating an experience for your customer. If we are obsessed with your experience, we are obsessed with our customers . That will make our customers feel good about themselves. It will make the customers want to come back.

A modern-day brand is also dedicated on providing value. This is a big one. While equally we are in the era of experience, we are also in the era of value. Whether you are selling a physical product, or you have a service to offer, there is a value there. There's a value your brand provides. Living up to that value and that promise that your brand provides will really allow you to position yourself differently in the marketplace. When we talk about a modern-day brand, a modern-day brand is positioned correctly. We talk about these trends for 2018, and now we will dive into that a little bit more right now. In 2018 there will be a focus on positioning. There will be a focus on being able to differentiate ourselves in the market.

We will also look at our culture and our brand culture as an ROI driver. It's not a direct revenue. It's not like we have great culture but all this money coming in. It folds into the fabric of the ecosystem. In 2018, we will be looking at the story and the messaging of your brand. Positioning . What is it? Why is it important? Is more important than you think. It's how you differentiate your product or service from that of your competitors. You determine which market niche to fill. I like to think of positioning as a thumbprint. We all have thumbs. We all have a thumbprint. Everyone's thumbprint is unique. Everyone's thumbprint is different. That is your position. Your positioning is unique to your business. Your positioning is unique to your brand. But Steven, I need to position my brand better but I don't know how. That's okay. There's an easy way to find out what your position is. This diagram is how we will look at it. We have three overlapping circles. We have internal, we have our competitors and consumers. Internally, what do we believe to be true about ourselves? How do we find and ask ourselves this question? It's about auditing yourself. It's about auditing your business and auditing your goals. We need to look internally. We need to ask ourselves those easy but difficult questions centered around our business. We need to be honest with ourselves. A modern-day brand is authentic. If you are not being honest with yourself , yet the message you are putting out there is different, are the core values matching the day today actions? They are not. It's the hardest part to ask yourself these questions. A lot of my work comes in on asking these difficult questions, in trying to cut through the white noise and that story that we tell ourselves. We don't want to hear the truth. We don't want to hear the truth about the state of our business. There is bliss and ignorance.

Our competitors. A lot of people don't want to know what competitors are doing. I don't care about them. To one aspect, that is an awesome attitude. Why are you going to live looking at anyone else's highlights? That is a term I use a lot. Everything has a highlight wheel every brand has a highlight will. You look at Facebook and everyone shows you all of their latest accolades and awards and this is what we've done. What about all of the areas of your business that you are not putting out there? That's what we need to know. When you look at your competitors, perform a ReadyTalk's - - SWOT analysis. It's just looking at the strengths and weaknesses and opportunities and threats of your competitors. The way I go about doing the SWOT is a take out and ate half by 11 sheet of paper and draw four quadrants on it. Basically I separate the paper into four quarters. Top left strength, top rate weakness bottom left opportunities and bottom light threat. I write everything down. That is the goal. You have to be writing everything down. Looking at your internal motivations what do we believe to be true, and looking at our competitors, you can't have it in your head. A lot of people have the brand strategy in their head. You are going to not look at it subjectively. You won't be able to have it written down on a sheet of paper or a binder or in a notebook and have other people help you with it and look at. The difference between your business being in ecosystem and your business being in ecosystem. That is having all those documents live in their head. In ecosystem doesn't have to look at competitors because they can outperform them. Ego doesn't care about your consumers. Do your consumers find it compelling and believable? Do they understand what your brand is about? We have to find it out and survey them and talk to them and meet them on the level and on their terms. Ultimately, they are the ones buying products or services. Not you. You may have built the brand because there was a passion. You may have built it because it was something you wanted to create and wanted to do. The best build - - businesses are built that way. At some point when you start selling and making money it doesn't become a value anymore. It becomes about your customers. They are your everything and your golden chalice in a way. A modern-day brand is accessed - - obsessed with experiences. This is a quick little way to find your positioning. It will ultimately

be what they are looking for the sweet spot. That sweet spot is your line in the sand. That is your positioning. That sweet spot is the one thing no one can take away from you. A way for that to come out is by looking at everything you've written down by auditing yourself and doing a SWOT analysis of your competitors and by serving your customers and your consumers there will be repetitive words. There will be repeat statements. There will be ideas that pop out. We will be able to really, really tracked the positioning that you can stand on with full confidence and clarity.

When you are properly positioned, both internally and externally, you know what is true about yourself. You understand the nuances of your brand. You have done an amazing job auditing your brand. You'll be able to run efficiently and effectively. Think about that. You know all the facets of the business. There is nothing you have swept under the rug. In order to find your positioning, the real way, we have to subjectively look at everything, all the nuances your brand has. That is how we will be able to really come out and effectively

come out into the market efficiently run our business, and grow. When that happens, it's a compound effect. Darren Hardy has a book out called the compound effect. It's about doing something small every day over time and it has a compound effect. It's the same thing with your brand. Do this every day. Be authentic. Focus on customer experience. Focus on not being complicated and the needs of your customers every day. It will equal your return on investments. Your return on investments on building that brand will come back because your brand is bulletproof. You know your touch points and you know your customers. Knowledge is power. Knowledge when it comes to brand is the ultimate power. It's like a superhero power when you understand your brand inside and out. Equally, and this is where the fun part begins, it gives you a return on experience. When I say a return on experience, I am talking about your customers. They will return because the experience is that great. They will keep coming back. That compound effect is truly magical. Especially for the small business. Someone who shops local often will return to businesses over and over again because the customer experiences there. Because they make it easy for me to return. They don't make it complicated. They are not using words no one understand. They are not trying to make up this subset category. They are providing a great product and great service and making it easy.

I have a confession to make. I run a brand called The Creative Hustler. My goal in my mission is to help create an entrepreneur and even 9-to-5 and make them confident and I do this with proven strategies so you can drive with purpose and quality. What that means and I am saying it right now creative doesn't always been. We talk about branding and the first thing that pops in everyone's mind is creative. It's my logo. It's my this or that it's a visual. Being creative doesn't mean your brand has built up purpose. It just means that your front of house looks great. The back of your house still may be in shambles. At the restaurant

and the restaurant expression I'm sure a lot of you are in the food industry are having. - - Have been. It was front of house and back of house. If you could have the great front of the house to have a maître d' up there and a waitstaff and a bartender that is amazing and top-notch. If your back of your house is in shambles and you have no idea what's going on back there how long will that restaurant be open for? Not very long. What happens? We need to

focus on telling great stories. We need to focus because your story is your wife. This is the first time I've used that word today. I have been known in the past to drill home this why idea. Essentially it's the reason your customers keep coming back. It's more than your tagline or your positioning. Every word you say and how you say it. It's anticipating your customers needs and telling them what they want to hear. Is proclaiming with that line in the sand that you drew, that this is why we are doing what we are doing. People relate to your why. People relate to that. People relate that you are doing this to better the life for your kids , and whatever your story or the details of the story are. Everyone has unique story. Just like your thumbprint, everyone has a thumbprint. Everyone has a positioning statement. Everyone has a story. Those that can tell the story effectively and efficiently will win.

I don't mean win like you will be the next unicorn IPO. I mean win that you will be able to get your customers excited about your product and service. Get your customers back in the door. Get repeat business. Get referral business. That is the best kind of business and marketing. You don't have to do that. Marketing that your customers are doing for you. It won't happen if you don't know what your positioning is. If you don't know where you stand you think your customers do? I don't think so. The story is it's not just a creative writing exercise but it's a messaging strategy. It's a strategy we put together. We are anticipating what our customers want to hear and what they want to say. We will get into what a proper messaging strategy is.

A proper messaging strategy is built on a couple of key components. The first component is this idea of smart content. We are not just building content. All of that is true. We have to be smart . We can't have an overabundance of content with no used case or rhyme or reason. We should have the complete opposite. We should have more rhyme and more reason but not an overabundance of content with the right amount of content.

Content that speaks to your audience because you know who they are and what they want. Remember when we looked at the positioning and we did the survey. When serving your customers and talking to them, find out what they want because that's the biggest - - it's so important that I can't put enough emphasis on it. They are telling you what they want you to sell. They are telling you what they want you to market. All we have to do is included and maybe incentivize them with the gift card to take the survey. We want that valuable feedback. Smart content is also engaging and well written. Again it's not complicated. There's a big misconception about content that it needs to be complicated.

It has great big words and references in a 15 page e-book and that is awesome content. Content can be an awesome Facebook post. There will be a video view inside your store talking about a recent success or why this product that you're selling is different. Or why the service you are introducing to the marketplace will help people. That is great content. It's engaging. You want to see it. They don't want to think of this brand or your business as something untouchable. Needs to be human. It needs to be humanized. Smart content is content that is consistent and a brand built on consistency consistently wins. That's the Golden rule. Maybe I should've put this in there but the golden rule of branding is consistency at all levels. It's making sure that at all times, if you have a brand standard you are sticking to those standards. And if you are not re-creating and rebranding every day. It happens. There's also the idea of over branding. I've been guilty of it where you put way too much emphasis into a lot of this that we become a bottleneck. We can't get out of our own way. Number four. Smart content is easily shareable. It doesn't matter if you are not on Facebook. Or social. It's not really about you guys . Where do your customers live. Doing the survey realize 90 percent of my customers are on [Indiscernible]. That's where you should share your content. 85 percent of your customers if they are on YouTube start making videos. I am not social. Fair enough we all don't have to buy the hype but there are plenty of virtual assistants and agencies and resources out there that will do a lot of that heavy lifting and that work for you, because you want to be able to reach your customers. It's not about you. It is about your customers.

When we have this idea of creating smart content, it can convert newbies, people who don't know anyone about your brand and creating good content will convert them into fans. When you have that and you continue to give them what they are asking for and what they want, they will become customers. You continue to further your customers down your final and you continue to give your customers great customer experience and you are not complicating them and you are respecting them. They will turn to advocates. That is the big word. Advocates equals repeat sales. They are what we want because those are the marketing dollars. When someone comes up to you and says I heard from so-and-so and you make the best bread whatever it is you do the best haircuts you have the best tire store in town. Because my friend told me you have me now. I am in your brand's funnel. Word-of-mouth marketing we know this. It's the most powerful type of marketing there is. We trust our peers. We trust our friends and our family. We will take what they say first before a piece of content that we remarketed. Those advocates is what will make your brand scale beyond your wildest dreams. Those advocates will not happen if your brand is first not positioned right, if second, you don't have your internal motivation and external actions are not aligned,

these advocates will not happen if you are not focused on the customer experience. It won't happen if you are pushing inconsistent messaging. All of these things need to be right. All of these touch points need to be optimized so that we can get to this point. When they are doing the marketing for us.

At this point, I understand where do you start? This is all great . You are telling me what I needed to hear. This what my brand needs, but I don't know where to start. Who do I talk to? How do we make this happen? You are closer than you think. The hardest step is getting on this webinar. It's like going to the gym. The hardest thing is getting to the gym. It's driving to the gym and hoping - - opening the door and stepping in. The hardest part about starting the writing process is admitting you need help. That's why I am here. That's why I am here. That's why as The Agency Guy our business is to help you with the same problems. There's a free resource I have for you. If you go to the agency guide.com/webinar you can download that resource. Also if you sign up for my email update, we will be sending that out as well. It's a brand cheat sheet we put together so you can easily not have to re-create your brand every time and in there you have all your messaging. It's basically everything your brand touches. Everything it represents. All of the information you need. Your mission statement vision statement, all in one condensed PDF. The worst thing about having a brand is

then having to search back through emails and all documents and old files and folders. On what is that specific shade of yellow? What is our site on her website I don't necessarily know. It's all right there. Secondly, I put my email there and I know I will have like 1000 emails as soon as this webinar is over. I will answer all of them. I promised you as a branding evangelist. Is my mission to help struggling small businesses. Connect with me. Let's discuss your brand. Let's discuss the right strategies to scale it. Whether it's helping you find a big agency are working with me directly. The point being, your brand is more important than you think. It permeates through everything because it is everything. It is the lifeblood to your business. There has been a big - - I dabble in business and brand strategy because to one extent they are one and the same. They are so similar and often times business strategies get all of the accolades and all of the importance placed on it when you are abandoning your brand strategy. They need to be thought of together. That's it. It was wonderful being here. I know we probably have a ton of Q&A. I will let Alexa field some of these questions . I will open it to Q&A.

Thank you so much. Ladies and gentlemen, we will now start the Q&A portion of our webinar today. Where I will be reading the chat question that everyone has been sending in . Please continue submitting your questions by using the chat function located on the left-hand side of your screen. Please note, if we do not have time to get to your question, I want to encourage you to connect with a SCORE mentor after the webinar. SCORE mentors are available online or in a chapter near you to help you apply this strategy presented today. We will also be sending the slide deck from the presentation that includes the contact information for the - - The Agency Guy Inc. to reach out . With that we will jump into the questions. >> The first question comes from Brian. He asks how is a scalable brand related to a scalable business model?

That's a fantastic question. It goes to my last statement about business strategy and brand strategy. They need to be thought of together. Your business model is essentially how you will be creating a revenue. Your brand is that.

I want to focus on not looking at them separately but congruently. When looking at and putting together your brand, your including your business model. Your including the product you are selling and how you sell it and price it. Why you price it that way. A lot of information comes by the work doing with your position. Your SWOT analysis. That takes diving in and doing the research. It becomes a very big giant research project. There's no magic formula to finding out that information. It takes a lot of work. A lot of times people don't understand why a branding agency charges it's because of all of the cerebral fortitude it takes to really look at all of these brands and fit business models and figure out which one is the right one for your business. >> The next question comes in from [Indiscernible]. She would like to know if you can provide a definition of what scalable means.

I think in the simplest terms, especially for a small business owner, a solo entrepreneur to running a 10 person business. Scalable means are you, every day inside your business, working in it to make it run properly? Are you working on your business to grow it? To create new opportunities . Are you doing business development? Is the infrastructure not set up? We use the term scalable because it's all about that infrastructure. If we don't have that set up, we are a hamster on a wheel just doing the same thing day today to keep our head above water. By setting up this infrastructure, we can go out and do things like business development. Like advertising to acquire new clients. Like sponsorships to make our name within the market. We are able to back that up and follow up on that. I did write a blog a while back called the art of follow-up. Networking is great. Talking with people is great. Doing that initial business development pushes great. If you don't have the infrastructure set up to the follow-up and all the work that comes afterwards, that is an issue of scalability and infrastructure. You're not going to be scalable if you don't have those processes, and those infrastructures set up from the get-go. That will be set up when putting together the brand strategy and business strategy.

The next question comes from Carla. Carla is asking, how do you obtain the SWOT of your competitors ? How do you find it out?

I made mention to that a couple questions ago. There is no SWOT .com where you can type in a competitor. It takes a professional and someone nonbiased. Because sometimes we are too close to our business, to look at it subjectively. It takes that professional coming and it takes that mentor or that coach to help you look at that brand in that fashion. It's a big research project. I won't sugarcoat it. You can go super high level and have bullet points for the strengths and some for the opportunities. The more in-depth we can go, and that is doing the research and doing a secret shopper. There's 1 million different tactics that we can fold in. The more in-depth you can go with your SWOT analysis, the more you will be able to figure out what makes you different and where you can position your brand differently to stand out. A lot of people talk about branding agencies or sometimes even market consultants being expensive or not necessarily what are the branding agencies doing. So much visit - - of it is on this research phase. And trying to think of every angle. Trying to think of every nuance that is included for the most small business owners running 1 million miles an hour where there are 55 different hats being worn. We don't have time for it and their patients for it . They need to create a sale or pay their employees or whatever it is. That's were having that professional help cumin to augment is really valuable. >> Great questions, and I picked

The next question is from Cindy.

She would like to know what is the best way to survey customers when trying to find positioning?

And epic question. There are a couple different ways to look at it. If you have a list or a social media page that is a great way to do it. Let's take the email list for example. Set up a quick survey monkey . Pick five, seven, 10 questions. Make it easy. Don't make it complicated. On a scale of 1 to 10. Incentivize them. Don't incentivize everyone else you're able to pick you can supply 10 percent off coupons for taking the survey, that is awesome. Do it and do it all day. If you are going to give out a $50 gift card, then say we are taking the survey we will enter you into winning this gift card. Take this survey and while they take it and

you can gather all of those results. I would do in a couple different ways. If you do one per email may be on social you asked similar questions. That would be online tactics. If you have a brick-and-mortar. Survey cards are great. In the Air Force flying not too far back and as soon as you pick up your luggage and go through security there's a kiosk there with a happy face and a neutral face and a sad face. There's a quick way to gauge your experience. Was it pleasant? Was it not pleasant? Was it different? That's an example of how you survey your customers. It's all about incentivizing them. You will get a higher rate and hopefully if you are able to give than - - them a coupon or something for them to come back to your business you will have repeat business.

The next question is from Dana. She's asking if you can talk more about selling a lifestyle. >> That's an awesome question. I think - - social media is everywhere. You can't - - everyone is on social businesses aren't social entrepreneurs are on social everyone seems to be selling this lifestyle . They are selling a lifestyle. A lot of it is [Indiscernible]. If you want to sell they are only giving you the great stuff. I think if you want to sell a lifestyle you have to be honest and authentic. Also so the bad and the frustrating. We are all entrepreneurs. Tell your audience that all you want to do during the day is curl up in a ball and cry. Because nothing was working. By being honest and authentic, you are selling your lifestyle. Again it's positioning like that's unique to you you don't want to sell anyone else's. I think it's honest and authentic and it's equally showing the good with the bad. We all want to - - I know with this as far as myself. I tried this it didn't work today. Or I did this today and it made me feel like this. It takes a lot of humility to try to sell a lifestyle. It will come back if you can sell it correctly and you can show the negative as much is the positive. Show that you are a human being and not some robot. It is impossible to work two hours a week on a beach. One in 3 million people may be able to discover that. There's a lot of hard work. It's a great question. You

This comes to us from Greg. Greg would like to know what statement would you recommend starting off with to get people to stop and look.

Great question. I wish I was able to get into this. When looking at [Indiscernible] if you have an inverted triangle, there's parts on the top and bottom. Let's imagine that the sales funnel. That very top part you want to get them on something emotional. We will stop for emotion but we won't stop for rational. If you are telling me the features of your product you lost me. Tell me why I need this and tell me that one emotional trigger that will make me stop and look. Had we know these triggers? By looking at what the competitors are doing and what messaging isn't working or is working. Then crafting our own in getting the copyright or writer to craft those messages. If you want to get people to stop and look at your brand and stop and look at what you are doing. I would hit them on the emotion string first. And then systematically bring them down to the point of conversion. That's what you get in content marketing and inbound marketing and really sales in general in proven sales strategies looking at funnels and looking at emotional messaging and rational messaging and the differences between them.

The next question comes from Robert. He asks what happens when you're designed brand is inconsistent with the market's perception of your brand. Should you change your brand to meet market expectations. ?

That's a great question. I have a couple questions back to you. When you say market perception is that your perception or is that what - - is it screaming at you?

When looking at the way the market performs, what market you are in its to some extent you want to be in line with what the market is doing. You also don't want to be a follower to what it's doing. I guess if you are an investor or if you play on the stock markets about the futures. What are the future saying. I would be cautious with looking at your brand from a market perspective as opposed to looking at it from a customer perspective. That's a huge question and I don't gave it just course. If you want to connect with me and ask if I would love to take it off-line. That's a big one.

This one comes in from Elizabeth. Elizabeth asks if it's easier to brand a new business where you have no competitors? >> No. It's harder to brand when you have no competitors. A lot of times with - - make your competitors are proving your concept.

It's good to have competitors because it is going to prove you have a marketplace for your product. If there are no competitors, are there customers? There are exceptions to the rule. There always are exceptions to the rule. I would say if all of a sudden you find yourself in a space where there's no one else doing what you're doing, I would be cautious and wary and I would do more research. Has anyone tried this and failed? Is there a market for this? Meaning are there customers I would buy that product and it doesn't exist? If so then you are onto something but if it's you thinking there's no market, or I am the only one in this $55 billion market we would have to sit down and think that went through. It might not be a good thing. There may be a reason why there are no competitors in that space pick

The last question. Stephen Patty would like if you could talk about the brands that you have helped to build.

I hope everyone has a legal pad. I guess from a consumer perspective I was involved with doing campaign work and I was involved in campaign work for Lacoste and I was involved with the Mirage hotel. I have worked with top-notch brands such as the CIO executive Council. The Boston and Denver Ski & Snow Expo as well as bringing my own brand, the The Agency Guy and The Creative Hustler. I've been involved in the past life with security which is a multi national security firm. My experiences varied but from a consumer perspective I think those are the ones you would know. I think more of a recent one is a pizza chain as well as a digital experience side with Madame. too so it's mainly the one in the state.

Those are all the questions we have time for. Ladies and gentlemen

on behalf of SCORE, I want to thank you so much for attending today's live webinar session. I want to give a very big thank you to Steven Picanza for presenting today.

Thank you for the opportunity. >> A brief survey will launch when we sign off. We would appreciate you taking a couple of moments to complete the survey and tell us your thoughts and suggestions and any additional questions you may have. With that, we wish you a super day. We look forward to seeing you back next time. Take care.

[ Event Concluded ]