

**How
To
Craft Your Plan...
To
Be Unforgettable**

OR, Changing the focus
from sell, sell sell
to sharing
what you love

.....

BY BRANDOLOGIST
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Unforgettable
brands.com

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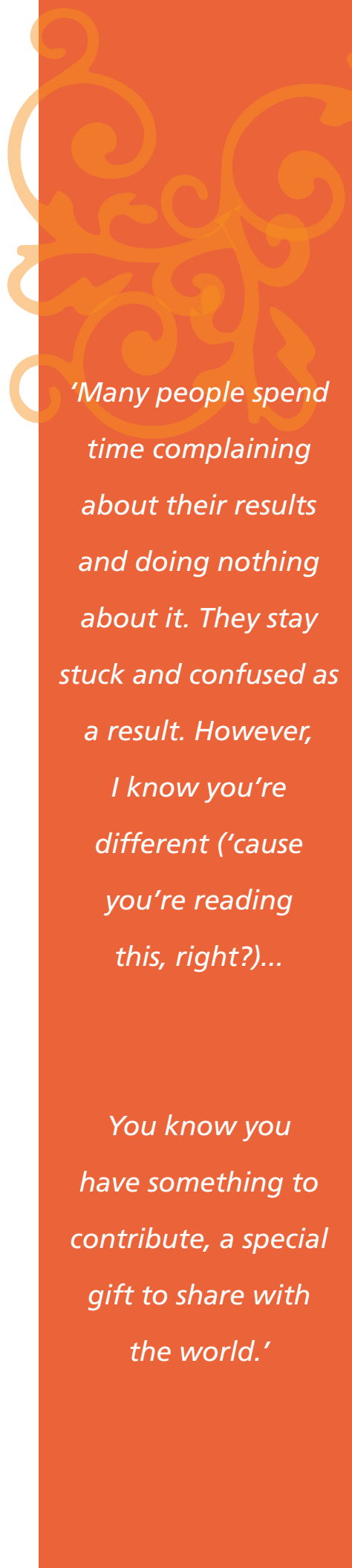
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First...

Congratulations for being open to new information and for actually taking action. Many people spend time complaining about their results and doing nothing about it. They stay stuck and confused as a result. However, I know you're different ('cause you're reading this, right?). You are what I call a 'Seriously Spirited' entrepreneur. Serious about your business, generating revenue, learning, about getting the job done, and Spirited because you are filled with a spunky, determined, persistent quality that won't give up, that believes in the powerful spirit that resides in each of us. And you know, just like I do that inside each of us is an insatiable need to make our mark, to sculpt a legacy of worth.

Everyone I have ever done business with has it, and I'm willing to bet you have it too. This goes beyond making money, beyond just paying our bills. This insatiable spirit is what shows us the big dreams of riding in limos, getting the perfect house and buying our kids new toys. It shows us spending quality time with our family and luxurious vacations in exciting places. It is the spark of the life of our dreams and it infiltrates us to our very core. Enjoying a life of various riches (not all of them monetary) is an important part of feeling fulfilled, complete, giving to yourself and others as best you can.

You know you have something to contribute, a special gift to share with the world. You may not know what it is, and



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you may have no idea how this gift has anything to do with being successful in your business, but I promise there is a connection. A connection that will yield the financial return you desire when discovered and applied correctly.

Each and every one of us wants to be seen. We want our voice to be heard. We want to create an impact, share our message/product/service or even change lives with our businesses. We want to: *Be Unforgettable*®.

How To *Be Unforgettable*®

What's contained within these pages could change everything for you. It can completely change the results you're creating in your business. And it all starts with your brand. Now, if that seems a bit over the top or crazy, I encourage you to read on. Peter Drucker said, *'Business has two functions: marketing and innovation.'* Marketing is the way for you to communicate, to express your innovation, and that includes the branding elements.

If you're already feeling a little squeamish with the idea that YOU are capable of changing the direction of your business – of having the life of your dreams, then please ask yourself. "Am I living Einstein's definition of insanity? Am I doing the same things over and over and expecting different results?"

You see, if you are not at least curious about what I am going to share on these pages then perhaps you have no imagination or perhaps you are uninterested in living in alignment with your dreams. Or maybe you've forgotten

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them. It's never too late to begin that discovery process. In this report, I'm going to reveal to you what I've discovered after over 25 years of working businesses of all sizes to build an unforgettable presence in their market, while constructing a brand that stands the test of time.

This is one of those resources you'll want to keep on your shelf to be used again, applying this process repeatedly as you move forward. Tweaking and creating new revenue streams, activities, products and services will now be at your fingertips... For free.

Why Is Brand Important?

If you've ever heard the acronym T.O.M.A., then you know the short answer to this question. Top of Mind Awareness is what a product or service seeks to 'own' in their segment of the market. (It's the reason that Coke, for instance, continues to spend millions annually). However, for a company to truly profit from TOMA, it's vital to meet a number of criteria far beyond simple name recognition. This is particularly true if you're a small business, since name recognition may not be as important as other attributes that could lead to staying "top of mind" with your clients.

I think Zappos (zappos.com) is an excellent example of effective T.O.M.A. You've probably heard of them. This company was careful to utilize a number of elements to ensure brand success and market share. First and foremost the present CEO came from another business experience that he did not want to duplicate. After some investigation, Zappos used principles, just like the ones I'm about to

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share with you, to determine the direction and directives for the business. Those principals have not only led Zappos to years of record growth resulting in billions of dollars in revenue, they have also defined an environment that fosters a culture which may be the single most contributing factor to Zappos success. Your business can do that too.

Over the past couple of decades I've worked with hundreds of companies. What I've discovered is part of what makes me unique, part of my brand. I've discovered that, like the branding experts at Zappos, I also have a knack for identifying these special qualities and how to make the most of them.

How Would I Know?

Although my adult years have been spent working to grow businesses, my story about 'Being Unforgettable™' begins far earlier. You see when I was little I was pretty shy. I wasn't the most popular girl in school, or a cheerleader, a class officer nor did I have oodles of friends. Mostly I thought of myself as a misfit, uncomfortable in my own skin, unsure of where I fit in the world (you may have noticed that the same thing happens with businesses). I spent a lot of time on the sidelines watching life go by, not realizing that there were others who felt exactly the same way. (Some of this story is included in a book co-written with 8 other nationally known business coaches called 'The Guide To Getting It: Branding & Marketing Mastery'.)

All through high school I struggled to understand what could possibly be my path in life. Plus, there were tons of

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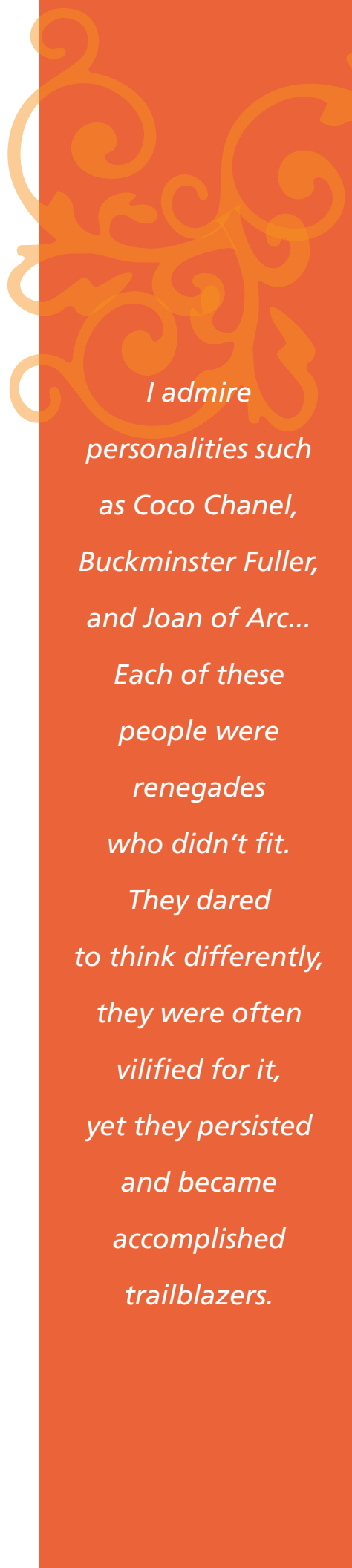
negative messages around to keep me confused. It was torture to feel that something was off, that I had no sense of belonging or joyful feeling of others 'getting me'. In some ways it was a "normal" growing up experience, but for me it gradually became something else, and I plunged into a dark place for many years.

Finally, after college I moved to New York City, a place where everyone is different, they *wanted* to be different, and I began to realize that I was glad I didn't fit in. Thrilled actually. Furthermore, I was most intrigued as to why people do or do not fit. Why, why, why is something a two year old asks to exhaustion, but for some reason I continue to pursue these curious thoughts.

I admire personalities such as Coco Chanel, Buckminster Fuller, and Joan of Arc. Each of these people held a fascination for me that I couldn't explain... until fairly recently. Each of these people were renegades who didn't fit. They dared to think differently, they were often vilified for it, yet they persisted and became accomplished trailblazers.

You have that seed of greatness too.

There's a quote from Eleanor Roosevelt, '*Do what you feel in your heart to be right – for you'll be criticized anyway. You'll be damned if you do, and damned if you don't.*' For me this sentiment is especially important. Listening to your own voice, your own inner guidance system is much more valuable than we usually recognize. And, your own voice holds important information for building your brand's P.O.D. (Point of Differentiation).



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As I moved into the professional part of my life, it was these qualities that allowed me to help clients leverage their assets in ways that others may not have seen. It became clear to me contained within this perspective were the elements that enable large companies such as Noxell and Elizabeth Taylor (both former clients of mine) and smaller ones as well – to prosper. The light had gone on for me as to how this area called branding translates into financial results when applied in a certain way. Now I could see that while our society is all about fitting in, truly great branding is all about standing out.

It All Begins With Clarity

I've seen it over and over again. It's a fog that both small and large businesses alike struggle to see through. Most people – even the top level V.P. of Marketing at a Fortune 500 business can have trouble with clarity.

I always knew that clarity was key for people and I've spent hours on it with clients, but it wasn't until the last few years when I began to study Universal Law that I started to understand why it's so important. Far beyond logic, there's an area where the cosmic forces actually come into play to assist you, once you become clear. This is the first 'secret' to Becoming Unforgettable – getting clear about who YOU are and what you offer. You may think you know, but do you?

An example is a client who is a coach. She was about to leave the business forever, and go get a j.o.b.! She contacted me as her last hope. Nothing was working and

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client bookings were slim. She had a great deal of trouble communicating what she did to others, and was really uncomfortable at networking events, meeting new people who would ask the dreaded 'what do you do', or creating materials for herself. After working with my process, she got clear about what she offered and could speak about it in a very focused, yet very engaging way.

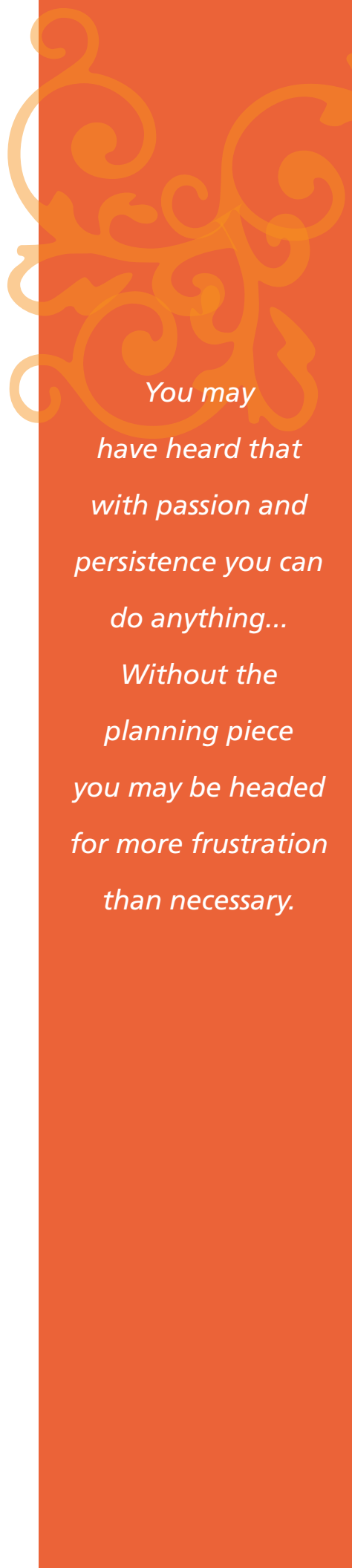
Clients then began to appear.

At her first networking event after the fog began to lift, she had a super positive response, which resulted in a client. Shortly after, the client attraction process gained momentum, which took the pressure off as we continued the process. She was on her way to a full practice.

The Profit Formula

There's a formula I like to use to identify some additional key planning elements. It is: Passion + Persistence + Planning = Profits. You may have heard that with passion and persistence you can do anything, but is that really the case? You can keep banging your head against the same wall with lots of persistence before you break through to anything, and by then you'll have one heck of a headache! Without the planning piece you may be headed for more frustration than necessary.

What is the right business model for you? Make sure you take a look at all of the moving parts you can think of for that model before you get started. This is key regardless of the size of your business because if the pieces don't fit



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together you'll end up re-inventing the wheel later on. Remember that saying, "if you don't have time to do it right, how will you have time to do it over?" This step will save you time and headaches later – trust me.

Your Passion Holds Clues Too

This is another secret. Look very closely at how you define passion, what elements are key to yours and don't assume anything for now. Become keenly aware of what you are passionate about. Probing and curiosity won't hurt, but will add to your clarity and will enable you to see possibilities that weren't on your radar before. Don't leave anything out, including how you like your day to unfold, what keeps you energized, and how you manage systems and support.

On the surface this may seem fairly simple, but believe me, it's when you go deeper and really examine your passion, that you'll find some worthwhile gems. Here's where the fun starts for real. When you add passion to the formula of persistence and planning, you become unstoppable. Why? By looking closely at each facet and what it means for you, you will uncover the most unique, authentic voice that's just for you. Your definition for each of these areas can then be assembled in a way that is completely different and unique to you. This works for any industry, business size or niche. It gets really exciting when you take it all apart, identify each puzzle piece, then begin to weave it all back together again in a way that's completely individualized and unique to only you and your business.

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Continuing with the story of the coach... once she became clear regarding her core messages about her work, she not only got excited, her potential clients began to understand how she could assist them. They began to line up for her services. Out of developing her unique core messages she also saw where she could create products and seminars, and could even clearly see what a marketing campaign would look like. The fog began to lift... allowing her to step into creating a clear plan. All of her previously wilting passion was revived with one A-ha moment. She began to open. As she accessed the seeds that had been planted in her passion all along, her business began to thrive.

Some C's To Consider

Once you have done some of the work I talked about earlier, it's time to apply it out in the world. I've already given you one of the secret C's, the importance of Clarity. This first step in defining your seven C's will give you lots of information that will apply as you move forward. Here are the remaining C's (also known as Cee-crets) of branding and when to consider each.

Communication:

Once you've discovered your you-nique qualities through the previously mentioned 'secrets', it will be much easier to speak to your audience clearly and in a way that they can hear you. Talking about what you do will become less stressful and more likely to resonate with your intended market. A clear path will begin to unfold. Now you can create a tagline or 'personal mantra' to easily state your you-nique qualities and benefits. Practice with a mentor

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until you find the best one. Create a plan for communicating to your audience (such as direct mail, advertising, promotions) and begin to implement.

Consistency:

With these steps complete you are now able to be consistent in your continuing campaigns to educate future prospects. (Remember marketing is really more about educating your prospects and sharing your message than selling to them.) Apply your new mantra language to every piece of your promotional and/or collateral material. Don't forget to create tangible business practices; review and plan your vision for developing business, and your business model. You want clients to feel confident that you will deliver your products or services reliably. Your visual communications should clearly link together as well, presenting a clear and consistent message.

Credibility:

Consistency in product, product delivery and all communications from your company will lead to credibility in the marketplace. This cornerstone to success stands firmly on the shoulders of the previous steps you have taken. Internal and external experiences of your business should align. Be sure to measure your effectiveness through client feedback. When possible, gather client testimonials for integration into your promotional materials. Constant testing, measuring and adjusting will help to meet your market's needs.

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Creativity:

It's kind of interesting that this important element can be a challenge. To present your business in innovative ways that will continue to attract potential clients can get lost in your daily 'do's'. Yet, when you use the steps above, staying creative will be much easier. Have fun and think outside of the box. Enjoy being creative and play the game your way! Always look for new ways to stimulate your creativity, even if you start with a long walk when overwhelm kicks in.

Connection:

Remember what it's like to be a consumer of your goods. Put yourself in your clients' shoes at every opportunity to make sure that they have the best experience of your brand possible. Are you serving your clients in a way that they will appreciate? If not, how can you steer the ship in that direction? Hold focus groups if possible. Take a client to lunch or coffee and ask for an honest review. Remember that you don't operate a business in a vacuum. Our audience must continue to relate to us as we grow and develop. Client retention – and therefore your profits and your business – depend on it.

Competencies:

In order to remain competent at our endeavors we must continue to grow and learn. To give our clients what they deserve we must evolve and educate ourselves to be on the cutting edge of innovation in our industry. When you take on the challenge of becoming a lifelong learner and think in new ways, your knowledge will keep you ahead of the crowd. Always look forward while measuring the



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past, and learn wherever you can. Join organizations, hire the best, find mentors, coaches and advisors to assist. Share these experiences with staff and colleagues to stay engaged and energized.

When you remember the seven C's and the other secrets of branding AND keep them T.O.M. (Top of Mind) you will have the keys to the kingdom of business success doing what you love. It might seem like lots of information and that's why I've created the additional programs for you, depending on how quickly you'd like to absorb and apply these strategies for yourself. Whether you enjoy working with a group, on your own, or with private support, I'd love to be your partner in success.

Your Golden Keys

Once you become clear about your business model through the information you've uncovered, you'll begin to move forward. However, now is not the time to race ahead. There is still some excavating to do that will lead to greater rewards than passion and planning alone.

Within you are the ingredients to this special recipe you're creating. These elements truly are your golden keys to success. Everything you need, is contained within you. It's not outside, you don't have to go and 'get it'. Taking the time to delve into your passions along with some other critical excavating will show you the doors your keys can open. This, plus some strategic planning will reveal the opportunity to position yourself and your business as Unforgettable.

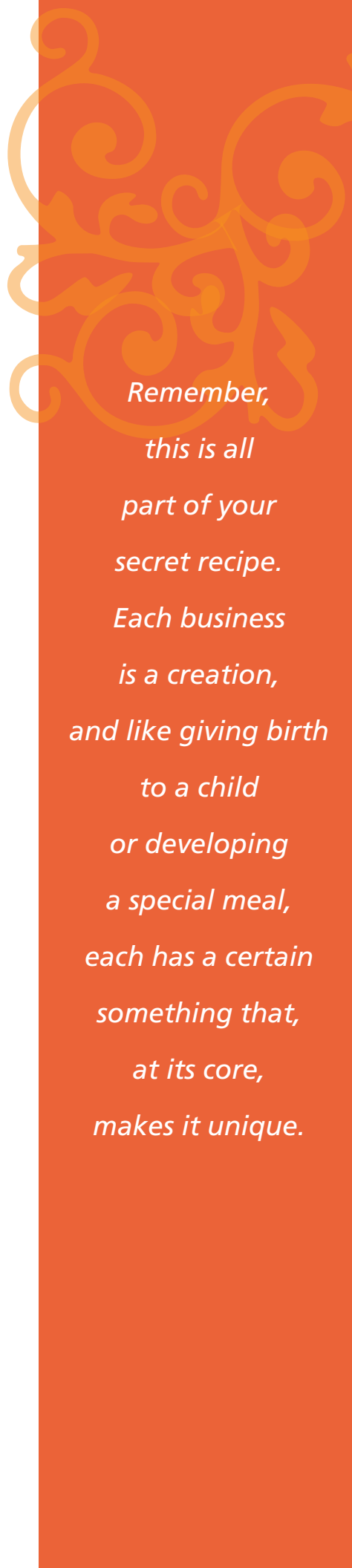
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Having the chutzpah to be different has a pay-off. Because the truth is: you ARE different. There are millions of Realtors, but none are the same. Neither are doctors, lawyers or any other professional you can think of. Oh sure on the outside they may seem the same, but each has their own passion, their own “why.” Even if you’re bringing a new product or service to market, you will be challenged to position yourself, to create a recipe for success.

Each of your personal attributes, or ingredients, will add to this recipe, making a scrumptious concoction that will be appreciated by the audience you serve. So are you ready to begin? Begin now to look into your soul, as your Brand is an important part of the ‘Soul of your Business’.

Remember, this is all part of your secret recipe. Each business is a creation, and like giving birth to a child or developing a special meal, each has a certain something that, at its core, makes it unique. By investigating your authentic voice, gaining clarity around your values, your soul attributes, something will emerge. Your understanding of what exactly the essence of your business is will be revealed. You will have all of the information you need to create clear, creative, compelling and consistent communications for the creation of your brand image.

Earlier I mentioned the company Zappos. The CEO of this company built his company around the Brand Values, one of which is: ‘Drive Change’ and remember, they are an example of extreme cultural and financial success despite the “state of the economy.” Your brand values are pivotal to the future you intend for your business and yourself.



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Get started today. Take 3 steps towards your brand development. Create a journal, then jot down everything that comes to mind in the next week or two. Take some time with this, and write it all down. Make lists if that works better for you. Within these areas you'll have multiple clues as to your special, authentic, one-of-a-kind message is, and from there... well, there's no stopping you! And any time you need assistance interpreting these valuable clues, I'm there to assist.

What's Next?

I refer to Branding as 'the soul of your business', and now you may be starting to see why. Deep within us are the seeds to create a healthy, unique, profitable business that adds something to this world.

So now, I invite you to imagine you were speaking in your authentic voice. Imagine the freedom you'd have to be you. Imagine the passion you'd infuse all your communications with. Imagine the powerful platform you'd be able to construct to genuinely reflect your excitement about the business you're building. Imagine like-minded clients flocking towards you as they identify themselves as those who'd benefit from exactly what you're offering. Imagine the ease you'd have in pursuing a strategy that was tailor made for your skills, your strengths and your unique qualities.

All you have to do is combine these elements, blend them together into a strategy that fits you and your business model, and you're ready to take off!

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Is this everything you'll ever need? No, it's not, but like others before you, you will now be able to see valuable information that is the starting point to transform your results, perhaps your delivery methods, and be able to focus on why you went into business in the first place. You'll more confidently work with marketing, be able to develop a platform that fits, and as you grow your business, you'll be able to stay on track. This is information you can revisit at any time.

This would also be the time to investigate working on a deeper level with me. After all, we can only go so deep with ourselves, because our own gifts aren't nearly as obvious to ourselves as they are to others. Now you'll have some of the leverage and information you need to embark on **Being Unforgettable**® to your clients, prospects, market and industry. But of course, it can't all be packed into a few pages, there's so much that goes into building any worthy structure. Which is exactly the reason I offer a variety of ways to continue on together. Earlier I mentioned the book I wrote, and **The Power Hour Session**, which you'll want to investigate further, along with my other services.

This process will never end, because as you evolve into different levels of success you'll still want to take time to inquire, research and discover ways to be/do better than before. Until now, you may have been swirling in overwhelm, chaos and confusion with no clear direction. I believe now that you've read this very special report, your awareness will shift, and you'll begin to have some of the tools you need to **Be Unforgettable**®.

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So are you ready for the next step? Head over to the site <http://www.UnforgettableBrands.com>, where I invite you to use visit the special Power Hour page to get a your very own **Power Hour Strategy Session** with me to take all the information you've discovered here to the next level. We'll apply it to your current situation to overcome challenges and roadblocks, and give you tips for moving forward.

About Judy:

I'm also known as 'The Brandologist', and my background includes working for over a decade with Madison Avenue biggies including top cosmetics companies, Cover Girl and Clairol; fashion designers Yves Saint Laurent and Alexander Julian; and small financial institutions like the NY Stock Exchange. I've been involved in branding and business growth for over 25 years, including time at *Women's Day Magazine*, during a major redesign of that publication.

My work is unique in that I blend my business, marketing and personal development experience to bring a highly systemized, yet deeply personal exploration to the small business owner/entrepreneur ready to create a substantial shift in their bottom line results. You have a you-nique opportunity to bring your skills and services to your clientele that strategic planning and innovative design can provide. It's not about being like everyone else, YOU are different... and you deserve to be prosperous and have the life you dream of.

Just for credibility purposes you might want to know that I've received multiple awards for my design skills, and also

authored, *'The Guide To Getting It: Branding & Marketing Mastery'*. Although my clients have included Fortune 500 businesses, I presently choose to focus on the small business and entrepreneur because of their spirit, enthusiasm and exciting potential to create an Unforgettable Brand.

If you're so inclined to check it out, there's a variety of programs and services for business acceleration that are offered, and you can find me greatly enjoying speaking and workshops (I'd love to come and speak to your group), and I will continue to study thought leaders to bring my clientele cutting edge information that when implemented will allow you to *Be Unforgettable*®, and a preeminent source in your market.

For additional information and services visit:

Unforgettable
brands.com

and don't forget to check to see if there are any events coming soon. I'd love to meet you in person!

Leave A Lasting Impression,

Judy

