

YOUR BRAND STRATEGY



**THE BRAND
STORYTELLER**

SUMMIT

**with
Andrew Robinson**

YOUR BRAND STRATEGY OVERVIEW

PURPOSE

You need to reach people in order for your brand to succeed. (Thanks for stating the obvious, Andrew.) But you don't need to reach as many people as you may think.

OBJECTIVE

During this portion of SUMMIT we will:
Clarify the people you need to reach and how to reach them.

ACTIONS

We're going to build a plan. Your next job is to act on it. Put in motion. Hold yourself to it and bring others around you that will hold you to it as well.

PART 1:

YOUR FANS AND PRE-FANS

Your Fans love you. They may have always loved you, or maybe they've only recently come to love you. In any case, they love you. How can you tell? They trust you. They see value in what you offer. They tell others about you. When you launch a new product, service, or other offering, they're the first adopters.

Your Pre-Fans will love you. They just don't know about you yet. But let's focus on your Fans. Why? Two reasons:

First, it's easy to overlook your Fans.

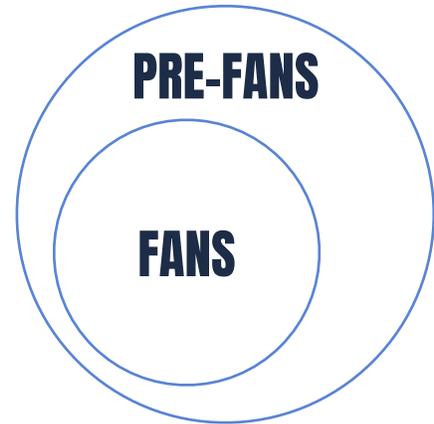
Second, deeper engagement with your Fans increases the likelihood that they'll:

1. Remain your Fan and grow more loyal with time
2. Purchase more of what you have to offer
3. Tell others about you

As you go deeper with your Fans you'll find they're the ones who bring your Pre-Fans into the fold. In your eagerness to build your tribe, don't forget that you already have one. They deserve all of your attention.

1. Who loves you? List your top 5 Fans.

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2. Of course you differ from these people in some ways, but let's focus on how you're similar. How do your stories overlap?

3. How can you let them know your stories overlap? In other words, what can you say, do, or create?

4. Where do these people gather in person and online? (Associations, Facebook/LinkedIn groups, conferences, etc.)

5. What value do you bring to them within these contexts? How are you a resource? If you're already part of these groups, how can you increase the value you bring?



Where do you go from here? Let me summarize everything we've covered up to this point and how you're going to act on it.

You're going to:

1. Deepen your connection with existing Fans and find opportunities to connect with Pre-Fans.
2. Meet both groups where they're at, listen to them, and offer them ongoing value.
3. Utilize the most effective, most personal media available so that your value translates to these audiences.
4. But what about your message? What will you communicate to these audiences? Rather than focus on yourself, or how great you, your product, or service is, you're going to translate your story so that it resonates with your audience.
5. Tell your story, but with your audience as the hero.
6. Reach the right people and build your audience.

PART 2:

CREATE AND EXECUTE YOUR PLAN

1. What are you going to do? Grab a blank piece of paper or stack of sticky notes. List the projects and tasks that will make up your brand strategy in no particular order. Just get them out of your head.
2. Break projects down into finite tasks.
3. Group the tasks under projects.
4. Organize your projects and tasks into a timeline.
5. Set clear benchmarks you can use to know when you've completed your projects and tasks.
6. Seek out a trusted friend, a mentor, or a group of like-minded people that will check in with you, cheer you on, hold you accountable, and celebrate your progress. Write the names of these people below.

7. Put all of this into a simple system to keep yourself on track. Don't keep any of this in your head or on random slips of paper. You'll go crazy! Even a simple spreadsheet works, though I recommend a productivity app like Things. How will you capture and track the projects, tasks, and timelines associated with your brand strategy? Write your answer below.