

Attention small business owners.

If you want to:

- Decrease Customer Price Sensitivity
- Increase Customer Love & Loyalty
- Increase Customer Referrals
- Create Powerful Distinction - even in a commodity marketplace



CONSULTING
COACHING
TRAINING
DESIGN
SPEAKING

In early 2004, Suzanne Tulien and Carol Chapman co-founded The Brand Ascension Group, LLC, a multi-faceted consulting and training firm (not an advertising firm!). Together, they work with clients utilizing leading edge and progressive brand building tools and methods to help businesses elevate their brands through conscious INTERNAL branding practices.

THE BRAND ASCENSION GROUP, LLC. a high-level consulting, training and design firm creating training materials for use with businesses who wish to elevate their brands by elevating their consciousness. These products are being developed to be sold on their web site www.BrandAscension.com, at workshops, speaking engagements, and through various partner alliances.

Their pioneering Brand Dimensional Nucleic Assets[®] (DNA) and Brand ElevationSM STATSSM methodologies are powerful brand-building tools for businesses to elevate their brands from the Inside Out. These tools enable businesses to capitalize on the power of human perception and embed a strategic, conscious process that sets the rules for doing business; where every thought, every action, every decision by every employee within the business supports the brand promise. This collective-consciousness creates a powerful paradigm shift within the energy of the brand and manifest congruent customer perceptions. They have also designed and implemented a series of information-packed brand-building workshops generally offered through Chambers of Commerce, Small Business Development Centers and other associations nationwide.

As certified trainers in Accelerated Learning Methodologies and a combined 50+ years of business experience, Suzanne and Carol bring a unique mix of creative and consulting skills to help organizations build their brands from the inside out.

MYTH-TRUTH

\$29.95 US

#1 BONUS!
Includes
Audio
Version

The 6 Myths of Small Business Branding

eBook (.pdf)/Workbook

Uncover the Common **MYTHS** &
Learn the **TRUTHS** to Exponentially
Elevate Your Small Business Brand
and Bottomline

#2 BONUS!
Practical Brand
Assessment
Tool Included!

Discover how your brand currently stacks up to branding best practices. Find your "low hanging" fruit you can use to begin elevating your branding efforts. This self-assessment will help you determine the "elevation" to which your brand has reached in differentiating it behaviorally through three behavioral dimensions both internally and externally.

Suzanne Tulien

Principal, The Brand Ascension Group, LLC

MYTH-TRUTH

The 6 Myths of Small
Business Branding
Uncover the Common Myths &
Learn the Truths to Exponentially
Elevate Your
Business Brand and Bottomline.

By Suzanne Tulien



elevating conscious branding in business®

www.BrandAscension.com

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Dedication

The 6 Myths of Branding is dedicated to all those motivated, inspired, independent, talented business entrepreneurs who are driven to become successful at what they are passionate about doing. To all those who desire to take control of their professional, financial, and personal future by building a successful brand within the businesses they own and run. We present to you conscious brand-building strategies that will assist in elevating your brand and help you work smarter, not harder!

The 6 Myths of Branding is a compilation of a series of articles & exercises we wrote to identify and demystify the myths businesses have about the process of branding. We have identified 6 myths that seem to be commonplace with some of our clients prior to working with The Brand Ascension Group. We wanted to provide our readers and listeners a more holistic view of the conscious branding process and get their "feet wet" with practical exercises that will help create more awareness and action around their own everyday brand management and growth strategies. Our intent is to assist the business owner and her team to discover and implement basic, yet powerful principles of branding so you can begin shaping how you show up relevantly, distinctively and consistently.

We also uncover 6 Brand TRUTHS based on best practices from corporate America which you can use, implement and grow from NOW to catapult your brand value positioning in the mind of your customers and employees. If you are ready to leverage your strategic efforts, create distinction, and sustain your business growth, we encourage you to take the time to read, listen and COMPLETE THE SELF DIRECTED EXERCISES in the 6 Myths of Branding as soon as possible. Start your brand elevation now! 5, 4, 3, 2, 1, GO!

ELEVATE!

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Myth #1: My Logo Is My Brand

Many organizations believe that once their corporate identity (logo) is designed and put on a business card and stationery, a brochure is composed and printed, their web site is up and running, and an ad is submitted to a magazine or newspaper, then their branding is DONE. Phew! Well, that couldn't be further from the truth. In fact, most of that effort was Marketing, not Branding.

Imagine yourself an alien that just landed on earth. As you traverse across America, you start noticing this common, yet strange symbol of a green circle with white lettering within the rim and an illustration of a two-tailed mermaid or siren representing the seduction of the product. You have no clue as to what it represents to the beings living here on earth. Why is this symbol EVERYWHERE? What does it mean? Your curiosity finally hits critical mass as you pass the millionth circular symbol and you decide to satisfy your curiosity and enter...What you experience from the moment you open the door, to the robust aroma of Italian espresso, to the sounds of contemporary blues or jazz music, to the deeply rich colors and art of the décor, to the light hum of customers conversing as they relax in the cushion chairs, to the pleasant, warm greeting of the barista, to the taste of the rich, unique flavor of the product as the whipped cream topping leaves a mark on your nose...IS THE BRAND OF STARBUCKS®. All the stimulated



information you took in, through your senses, within those few moments of transaction, is the brand of Starbucks.

You see how the logo, in and of itself did not create any sort of relationship or emotional connection to the actual meaning of the brand? It was your EXPERIENCE of it that created a brand relationship and provided meaning to you. Now, imagine leaving Starbucks and continuing your journey, and the next time you see the green, circular logo with the mermaid, you now have a reference of the experience you FELT, and a concept of what Starbucks means to you.

TRUTH #1

Your brand is a PERCEPTION that is based on EMOTION and defined by others' EXPERIENCE with you, your products, and services.

Today, it is your Brand that is becoming the key source of differentiation that guides your customer's purchase choices. But now you know your Brand is not just the creative design of the icon or font treatment of your company identity (logo)....it is so much more than the aesthetic 'look' in your signage, web site, collateral, print ads or stationery. Your logo is only a symbol that represents or identifies the brand which is:

- the experience of a relationship with your customer
- the experience of a promise to your customer
- the unique source of products and services
- the single concept that you own inside the minds of your market
- the sum total of each customer's experience with you and your organization

Source: *Brand Aid* by Brad VanAuken, ©2003 AMACOM



So now, when you hear other organizations say that they've just branded themselves and bought a logo design, or revised their web site look, you know that what they did was a mere attempt to express their brand through a specific and unique look. True branding did not take place if they did not perform the due diligence necessary to document and articulate who they are as a brand (BRAND DNA = Dimensional Nucleic AssetsSM of the business). Branding is a conscious, deliberate and continual process that creates powerful experiences (through streamlined and enabling systems and processes, highly aligned leadership, and a distinctive culture) for the employee and the customer. It starts from the INSIDE OUT with the internal brand strategies that enable your employees to deliver on your Brand Promise. These strategies encompass who and how you hire and orient your employees, your training and development, how you reward and recognize employees to reinforce the desired behaviors; and how these strategies set the stage for creating and delivering powerful brand experiences for your customers. For example, if your business was a Chinese or authentic Mexican restaurant, you would strive to hire those employees that best represented your brand through the theme, look & feel of the experience. Ambercrombie & Finch fought the labor laws to sustain their brand's 'look & feel' by hiring the brand-congruent looking teen or young adult that represented (visually) and exemplified their the brand experience and the obligation and commitment they had for consistency.



What does your brand SMELL like?



Smell is the most powerful mnemonic (memory enhancing) device humans have!

A truly successful brand understands what/who they are at every level and assures that the brand is expressed and lived through every customer touch point, every action the business takes, and considered in every decision. It is a powerful, holistic process that requires conscious attention from everyone in the organization that lives and breathes the brand. Conscious branding can catapult and sustain business growth in every type of economic climate.

Now, take a moment to complete the Myth/Truth #1 exercise before continuing. The six exercises in this book will help solidify the information presented in the relevant chapters within your mind and help make the lessons more tangible and implement-able. We hope to begin building a unique brand consciousness that is forever present in your mind and is expressed in every way within your business.

EXERCISE #1

Locate a piece of stationery, your business card or brochure with your company's logo on it, take a pair of scissors and cut out the logo so that nothing else surrounds it. Place it in the center of a blank sheet of white paper (you can secure it with tape if you like).

If you have employees, this is a great exercise to work on in a collaborative environment - try getting your team together and brainstorming on Style attributes of the brand and narrow it down, through a vote, on four key attributes.



For those solo entrepreneurs that do not currently have employees - such as individual Mortgage Brokers, Real Estate Agents, Designers, Consultants, etc. Our Brand DNA Elevation program model has been restructured to help the individual entrepreneur elevate your brand through this powerful process.

We call it the **PERSONAL BRAND PRESENCE DNA**. This is a series of coaching sessions that walk you through the development of your Personal Brand DNA all the way through to your unique Brand Platform and Promise. Then, we assist you in operationalizing it within your own systems and processes so that you can begin seeing tangible impacts on the congruent delivery of your powerful brand!

Contact The Brand Ascension Group at **719.265.1707** to find out more about your one-on-one consulting - or attending a group training series onsite or in a virtual environment.

ELEVATE!

Now, sketch at least four lines shooting out from the logo (like a spoked bike wheel). On those lines, write an identifying adjective on each line that describes your brand's overall style. Put one adjective on each line. Remember, your "STYLE" is like your brand's personality - what personality traits does your brand have or want it to have?...this may not come easy to you, but push through it and you will see how your brand's character will begin to emerge.

These style adjectives should/will be present at the internal (employee/culture) level as well as the external (customer touch-point/marketing) levels. Try to only list adjectives that are relevant at both levels! Solid brands have styles consistent at both levels. The more consistent the more authentically your brand will be perceived by your customers and employees.

Ex: A national cable media advertising firm that wants to be perceived as progressive, strategic, solutions provider to their clients went through our brand DNA process and came up with these five style attributes to help them begin to create their brand "road map."

Cutting-edge | Professional | Hip | Confident | Creative



Myth 1:

My Brand Is

My Logo

TRUTH #1

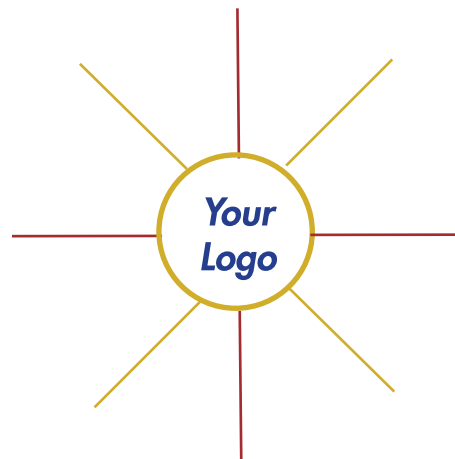
Your brand is a PERCEPTION based on emotion and defined by others' EXPERIENCE with you, your products, and services.

Next, sketch FOUR MORE lines shooting off your logo, preferably in a different color. On these new lines, write at least 4 different **core VALUES** (one per line) that identify what your brand stands for, expresses behaviorally your actions at every customer touch point (external), and reflects your culture (internal environment). (See sample list to get your mind around this concept).

These values have to be congruent and relevant at the internal and external levels. Remember, powerful brands are consistent in their expression of their values at both internal and external levels!

Ex: The national cable media advertising firm mentioned above thought through their core values to meet the changing technology in media advertising. So using the brand DNA process they identified the following:

**Excellence | Integrity | Profitability
| Community | People | Innovation**



SAMPLE LIST OF VALUE ATTRIBUTES:

- Authenticity
- Health
- Integrity
- Community
- Service
- Professionalism
- Profitability
- Diversity
- Creativity
- Efficiency
- Innovation
- Adventure
- Collaboration
- Teamwork
- People
- Loyalty
- Passion
- Quality
- Empowerment
- Learning & Growth
- Environmental Consciousness
- Social Consciousness

Now here is the real test! Once you have done this exercise, ask another employee (or if you are sole entrepreneur, ask someone close to you that understands your business – a customer, close friend, spouse, etc.) to do the same thing - WITHOUT SHOWING THEM YOURS!

Then compare their style and value words with yours. Are they the same? Vastly different? Why? Have a conversation with them about their reasoning for using those particular words. If they vary, even a bit, your brand is not leveraging its potential and is more than likely confusing your customers by not showing up with a consistent STYLE and behaving with relevant CORE VALUES. If your customers are confused, then how can they begin to gain the trust needed to be loyal to you?

You are on a role! **Don't stop now.** Building your brand is just around the corner!

"...values are deemed most critical in two strategic areas: reputation and relationships. Strong brand equity and the overall standing of the company correlate highly with a commitment to corporate values. So does the robustness of the firm's associations across its extended enterprise, from suppliers to employees to companies.

--The Value of Corporate Values, by Reggie Van Lee, Lisa Fabish, and Nancy McGaw, A Booz Allen Hamilton/Aspen Institute survey of corporate behavior

Check out our latest book that will assist you in engaging your employees into your Brand's DNA.

GETTING YOUR EMPLOYEES ON THE BRAND WAGON!

By Carol Chapman, Principal, Co-Founder of The Brand Ascension Group.

Get your copy now!

www.BrandAscension.com/Elevation_Products.html



Suzanne M. Tulien, Principal



For 22 years, Suzanne has been passionately serving clients by creating corporate identity design solutions packaged with powerful strategic branding consulting and training. Her knowledge and experience has played a significant role in her clients' successes. She has experience in industries such as Public Relations, Commercial Printing, Graphic Design and Marketing/Training. Joining a progressive marketing and training firm, she helped design and facilitate marketing training workshops across the U.S. for small business entrepreneurs. As creative project manager for the a global consulting firm, she helped manage the brand's acculturation of several other brands from the internal and external levels, including the comprehensive development of the official graphic standards manual.

The turning point in Suzanne's career in the creative communication arena came when she launched her own design firm in 2000, I.D. By Design. Within 3 years of designing powerful corporate identity systems Suzanne had a clarifying realization from listening deeper to her clients real needs and growth objectives. They weren't just looking for an icon to represent their brand – they were silently screaming for a way to establish who they were as a brand and build and sustain their competitive advantage, long-term.

As author of *The 6 Myths of Branding* e-book/workbook, and co-author of *Megapreneur: Breakthrough practices of the next generation entrepreneur*, she is helping to pave the evolutionary highway for small businesses to grow by conscious, strategic design, not by default!

As a speaker, consultant, graphic designer and certified trainer in accelerated learning methodologies and as 2006-07 President of the Pikes Peak Advertising Federation, Suzanne is leading the industry with advocacy, intention, and momentum.

With a combined 50 years of business experience, Suzanne Tulien and Carol Chapman key principals and co-founders of The Brand Ascension Group, bring a unique mix of skills to partner with organizations to build their brands by design, not by default.



Consultant | Trainer | Speaker | Designer

e-book & workbook/.pdf

Get started elevating your brand NOW with powerful, practical exercises, for all entrepreneurs, included in this e-book!

6 Myths of Small Business Branding

- 1 **My Logo is My Brand**
- 2 **Branding is Marketing**
- 3 **My Customers Just Want the Best Price**
- 4 **Branding is Only for Larger Businesses**
- 5 **My Brand Appeals to Everyone**
- 6 **The Size of My Marketing Budget Determines My Brand's Success**

Uncover the Common **Myths** & Learn the **Truths** to Exponentially Elevate Your Business Brand and Bottomline!

Buy the COMPLETE ebook/workbook at:
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