The Brand **Manifesto**

**AN ULTIMATE GUIDE TO MARKETING SUCCESS**
“The process of defining your brand is more than creating a logo and a set of characteristics. It goes beyond a well-constructed mission statement or headline.”

JENN GREACEN - BRANDING COACH

Oftentimes, the critical components of the brand are overlooked.

Without a Brand Manifesto, teams don’t feel like they are speaking the same language or speaking to the right types of customers.

New team members have a hard time “learning” the right brand presentation. New sales are challenging and existing clients are jeopardized.

⚠️ Does your team, especially any who interface with clients or prospects, tell the same story?

⚠️ Do you know which descriptive words your team specifically uses?
   Not all words mean the same thing.

⚠️ Are you selling your company by telling people what you do that is superior (in your mind), or what your customer needs (in their minds)?

⚠️ When you say blue and your associate says blue, do you see the same shade of blue?

⚠️ How many companies do you really have (when it comes to positioning yourself)?
In a three step process we help companies start off on the right foot with new brands, get back on track with existing brands, enhance team sales performance, and turn marketing campaigns that are considered “costs” into investments.

STEP 1
In your conference room or ours...

The coaching session is a guided day of discovery that will take you, your key executives, and management team members through the journey of company and branding overhaul that leads towards increased satisfaction!

• Realign sales messages
• Improve communication
• Excite morale
• Unite teams in the company vision

STEP 2
Back at the lab...

The Brand Manifesto is created. Using your own unique data acquired during the branding session, integrating enhanced market research, and considering the psychological profiles of your target market we develop and design a comprehensive, guiding manifesto document for your brand’s image and message, which includes:

• Refined mission statement
• Redefined positioning statement
• Complete break out of divisions, markets, channel priorities, and source of customers
• Good vs. bad defining words
• Brand personality profile
• Customer wants and needs
• Boundaries of your brand
• Brand imagery by association to ensure we use the right words to conjure up the appropriate images
• Usage do’s and dont’s of iconography

STEP 3
Follow up and consulting

We work with you and your team providing ongoing consulting and coaching through the process of completing the Manifesto. We may also be retained to:

• Coach new/existing team members on brand success
• “Freshen up” sessions for better brand continuity
• Provide brand training in an all-team workshop or assembly
• Build team brand hype on new brand unveilings
Full Day Session Agenda

AM

INTRODUCTIONS
And purpose of process

PULSE CHECK
The language your staff uses when describing your company, clearing out the “bad words”, and highlighting what is acceptable or “good” words. This thought provoking exercise will surprise you!

DIVISIONS OF COMPANY
Exploration into the product and target market lines.

WHAT MAKES YOU SPECIAL
Competitive analysis

COMPANY MISSION

GROUP LUNCH

PM

WHAT
Your customers want - needs analysis; emotionally and physically

WHO
Your brand’s personality

WHERE
Your customers are

HOW
You find them and speak to them with the right message

BOUNDARIES
Of your brand’s message

Abbreviated Workshop/Speaking and Conference Series Agenda

In this Brand Manifesto for workshops series, Jenn highlights the key reasons brands go wrong, why marketing campaigns go bust, and teaches techniques to get the brand and message back on track.

15 MINUTES
Introduction: What is the Brand Manifesto. Led through the philosophy of Ask Why Not How, we will discuss how companies are affected by their brand’s alignment or misunderstandings.

BREAK-UP SMALL GROUPS WORKSHOP

30 MINUTES
Positioning statement pulse checks. Review the good words and bad words

20 MINUTES
Competitive positioning vs. clients needs

10 MINUTES
Personality and boundaries of the brand

10 MINUTES
New positioning statement

5 MINUTES
Closing and take away tips
How our clients feel

“I wasn’t convinced we needed this. I was very skeptical as an established brand that an “all team” full day meeting was necessary or a good use of resources. It ended up being quite valuable and by the end of the first day when I saw our management staff “getting it”, I knew we had done the right thing. It was a refreshingly fun process and I’m excited for our new clarity and understanding.”

TODD WAHL - CEO HUNTER WARFIELD

“The process was enlightening. We were asked hard questions we had never considered when we decided to rebrand our company and found places our messaging simply didn’t align. I’m glad we did this before we went too far into the process of our rebranding and new marketing collateral.”

BETH WARREN - FOUNDER/CEO REDEFINED LIVING

“This helped us get everyone on the same page, which is hard to do with 6 offices so spread out from one another. Now we are all speaking the same language and have a similar vision. It really helps.”

SUZANNE JOHNSON - CO-OWNER/CMO BAYSHORE HOME CARE