

# 8

# Brand Pressure Points

That Will Make or Break Your Business.

The Truth Quarry LLC.



8 Brand Pressure Points to Make or Break Your Business

*Pressure Point:*  
*/ˈpreSHər ˌpoint/*

*An area on the body sensitive to pressure: such as a specific point that, when touched, causes pain.*

Most of us have heard of “pressure points.” Those with experience in combat sports have felt their impact firsthand. They can help neutralize an opponent—or leave you as the unfortunate recipient.

Apply enough pressure to the right area, and eventually, things—or people—break. Using pressure points and leverage offensively allows you to deliver a greater impact with seemingly less effort. On the receiving end, however, it can feel like your opponent has superpowers.

Don't let your business fall victim to these **Brand Pressure Points**. Follow along to learn how to think strategically for your brand and apply pressure in its favor.

**TL;DR:**

- Leverage Brand Pressure Points = Good ✓
- Receive Brand Pressure Points = Bad ✗



# TOC

## 8 Brand Pressure Points That will make or break your business

1. The Brand Fundamentals
2. Situational Awareness
3. Clarity and Alignment
4. Operational Efficiency
5. Internal Culture
6. Market Positioning
7. Brand Identity
8. Customer Journey
9. Bonus Points



Center  
of  
Gravity



# 1.

# The Brand Fundamentals

The Truth Quarry LLC.

Any competitor or coach worth their salt understands the value of “The Fundamentals”. They are the foundation of everything else. These core functions will be what carry you and your team into the future. When things get tough you always go back to the fundamentals.

For brands; the better the fundamentals, the better experience your customers have, the better your work culture, and the better your business.

- ☐ **Brand Purpose:**  
The Big Why?
- ☐ **Brand Vision:**  
The Big Goal(s).
- ☐ **Brand Mission:**  
The tactics that help achieve those big goal(s).
- ☐ **Brand Values & Philosophies:**  
The reasoning that guides our actions.
- ☐ **Creative Problem Solving:**  
Think different.

Brand Pressure Points to Make or Break Your Business

# 2.

## Situational Awareness

The Truth Quarry LLC.

Always be aware of your surroundings. Don't go in blind. Don't let emotion or ego dictate your approach. We often see wasted effort, money, and time spent pursuing dead ends or dangerous paths. Study the tape(s), and understand what you're working with. Where are the dangers? More importantly, where are the opportunities?

- ☐ **Product, Market, Fit**  
What problems are you solving? Why is it important?
- ☐ **Market Research:**  
Study the competition, find the gaps.
- ☐ **Customer Research:**  
Determine your Brand Captains and their problems.
- ☐ **Customer Feedback:**  
How do people feel about their experiences with your organization so far? Compliments are great, but they don't make you better. Find the weak points, and work to improve.
- ☐ **Employee Feedback:**  
Talk to everyone you can. Prospects, current, and former employees.

Brand Pressure Points to Make or Break Your Business



# 3.

## Clarity And Alignment

To quote the wise Jedi Master Yoda. . .

“Fear is the path to the Dark Side. Fear leads to anger. Anger leads to hate. Hate leads to suffering.”

For Brand Development:

A lack of clarity leads to misunderstandings. Misunderstandings lead to assumptions. Assumptions lead to inaccuracies. All of which can have an exponentially negative impact on your business.



**Cement the Objectives:**

Identify priorities and stick to them.



**Clarify the Expectations:**

Eliminate misunderstandings and assumptions.



**Align Efforts:**

Both internally & externally.



**Refine the Output:**

Set the bar, then move it higher.

# 4.

## Operational Efficiency

It's all about the setup. You can have the best technique in the world; but if your setup is weak then the rest doesn't matter. A proper setup can provide a huge positioning and power advantage. Optimizing effectiveness and minimizing risk.

- ☐ **Increased Profit:**  
Proper brands support premium price points.
- ☐ **Enhance ROI:**  
Brand impact is exponential, start now.
- ☐ **No More Wasted Effort:**  
Be calculated, be thorough.
- ☐ **Reduced Risk:**  
Put the leg work in up front. Test, adjust, iterate.
- ☐ **Predictable Outcomes:**  
Consistency builds expectation and momentum.
- ☐ **Build Confidence:**  
It feels good seeing hard work pay off.

# 5.

## Internal Culture

Strength comes from within. There's greatness in all of us. Engineering an ecosystem that allows people to be their best selves and contribute to the bigger brand is a win for everyone. Here are internal areas to explore and leverage to improve your brand.

- ☐ **Onboarding:**  
Why do people want to be part of this?
- ☐ **The Day-to-Day:**  
Control the momentum.
- ☐ **Turnover:**  
Why are people leaving?
- ☐ **Expertise:**  
Build it, hire it, leverage it.
- ☐ **Output Quality:**  
The sum of the parts.
- ☐ **Trained Brand Practitioners:**  
Everyone is a valuable representative of the brand.





# 6.

# Market Positioning

Angles, angles, angles! Create the angles and set the pace. If you've optimized your positioning the competition won't be able to keep up. Understanding how to identify and navigate risk will only help protect your organization on its Vision Quest.

Dish it out, don't take it.

- ☐ **Market Landscape:**  
Where are the threats? Where are the opportunities?
- ☐ **Strategy:**  
Understand what success looks like and how to get there.
- ☐ **Distinctive Assets and IP Development:**  
Tools and techniques to strengthen the brand.
- ☐ **Legal IP Protection and Ownership:**  
Control your positioning.
- ☐ **Market Presence:**  
Where can people find you? How will you communicate?

# 7.

## Brand Identity

The goal of fighting is to inflict the most damage while receiving the least. First impressions matter, and you most likely won't be around when your brand makes theirs. Put the time in to set it up for success.

No matter how hard you try, you don't get to control your brand. The people who experience and interact with your brand are the ones who dictate how it resonates in the world.



**Persona:**

Name, Presence, Messaging.



**Brand Assets:**

Experiential Input.



**Visual Identity:**

Trademarks, Secondary Marks, Color Palettes, Photography, etc.



**Verbal Identity:**

Language, Tone, Characteristics.

# 8.

# The Customer Journey

It's all about the customer.  
In the marketplace and within the business. Everyone's journey is unique. Why should your offer matter to them?

A brand lives in the mind, heart, and gut of the audience.

“It's not what you say it is, it's what they say it is.”  
– Marty Neumeier



**Empathy:**

How does your brand help?  
What problems does it solve?



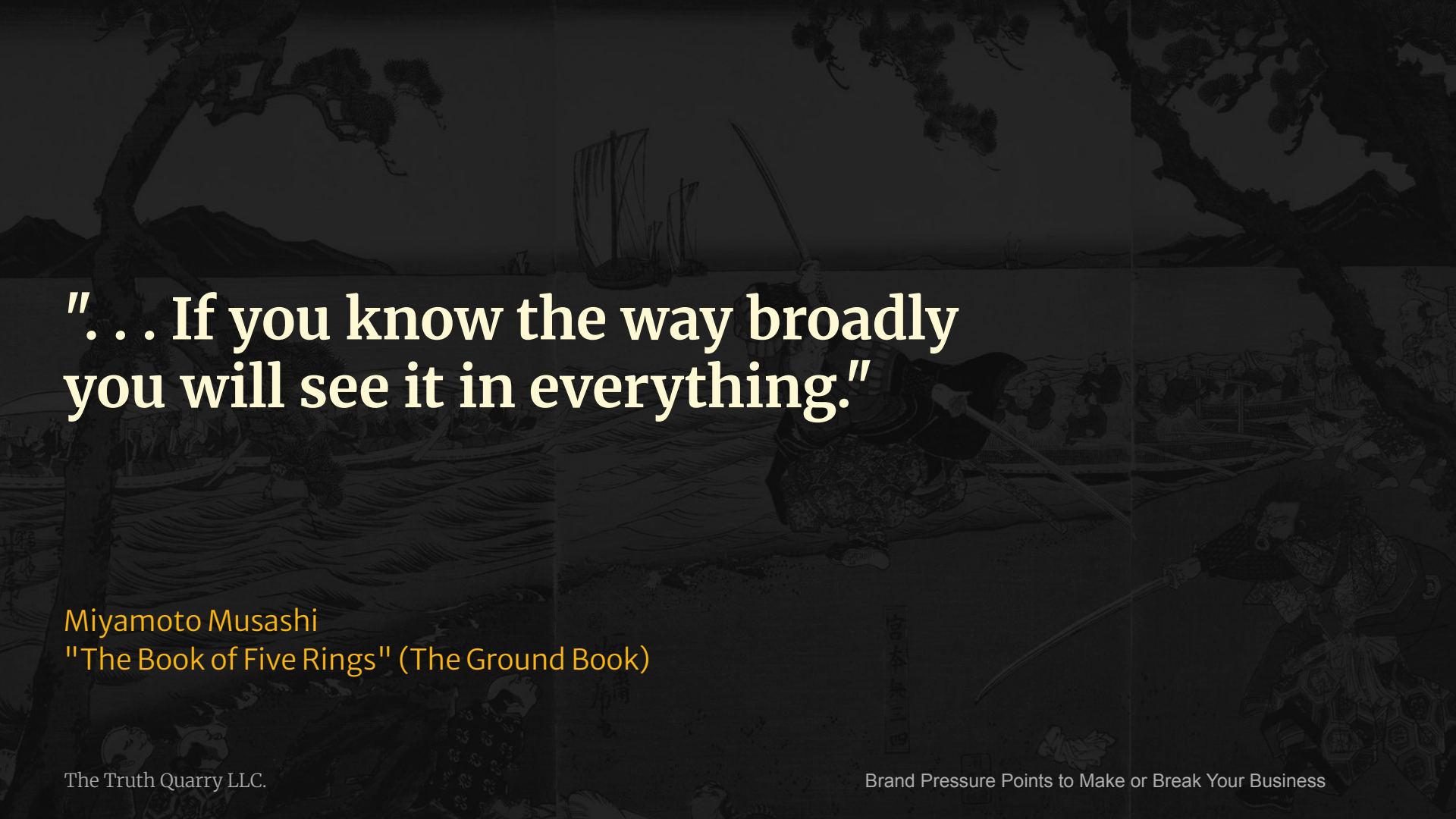
**Touchpoints:**

How does your audience interact with your brand?  
\*Hint\* You're probably not there when it happens.  
How do you want people to feel after they interact with your brand?



**User Experience:**

What can you make unique?  
How can you make someone's day special?

The background is a dark, monochromatic illustration of a Japanese landscape. It features a river with a small boat in the distance, mountains in the background, and a large, gnarled tree on the left. In the foreground, a samurai figure is visible, holding a sword. The overall tone is somber and traditional.

"... If you know the way broadly  
you will see it in everything."

Miyamoto Musashi  
"The Book of Five Rings" (The Ground Book)



# Bonus Points:

# Don't Stop Scoring

The Truth Quarry LLC.

Ongoing awareness and training are integral to keep your brand in fighting shape. Whether it's your brand as a whole, your internal team, or your external efforts. Markets and socioeconomic situations are fluid. Brands must stay abreast of the changes, and how they impact their brand community. Always keep moving.

“Float like a Butterfly, sting like a Bee. You can't hit what your eyes don't see.”

– Muhammed Ali



## **Environmental:**

We're all on the same rock together.



## **Social Topics:**

How does your brand help?  
What problems does it solve?



## **Economic:**

Market Trends and Government Policy.



## **Technology:**

As a tool and as a weapon.

Brand Pressure Points to Make or Break Your Business

# So...

How does your brand stack up?

A well positioned powerhouse?

Working towards a championship?

Rebounding after setbacks?

Need to level up your game?

Ensure your business is optimizing the leverage of those Brand Pressure Points.

Use the link below and let's hone your brand into a force to be reckoned with.

**Let's roll!**

