

STICKY BRANDING



WORKBOOK

JEREMY MILLER

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Miller, Jeremy, author

Sticky Branding Workbook

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Introduction: **Sticky Branding Workbook**

Sticky Brands have something captivating and special about them. They stand out in their industry. The brand attracts customers, and they come back again and again.

Sometimes it's hard to put your finger on why you like a company or a brand so much, but you know the feeling. This is the feeling we are pursuing as we grow your company into a Sticky Brand. And when your customers find your brand captivating — when they believe it's a Sticky Brand — your company will achieve five key benefits:

- Attract more customers
- Sell more faster
- Inspire employee engagement
- Become immune to the competition
- Earn higher profits

The *Sticky Branding* book is action oriented. It provides ideas, stories, and exercises to make your company stand out, attract customers, and grow into an incredible brand.

I see no point writing a business book that is consumed and forgotten. *Sticky Branding* has a modular design so you can read it cover-to-cover, or you can read each Principle or Part on its own. The book is set up for you to use, refer to, and apply as needed.

The *Sticky Branding Workbook* is a companion guide for the book. It's a quick reference on the 12.5 Principles of a Sticky Brand, and provides additional tools for the exercises in the book. Use this workbook as you read through the book and consider each of the Principles.

At the end of each Principle in the book you will discover a set of exercises. Print a copy of the workbook, and use it to help complete and enhance the exercises. The deeper you take each exercise, the more value you will discover from them.

PART 1 Position to Win

Sticky Brands play to win. They focus all their expertise and resources on where they play, who they serve, and how they deliver value to their customers. Customers choose Sticky Brands first because they are simply better.

“No company can be all things to all people and still win, so it is important to understand which where-to-play choices will best enable the company to win.”

— A.G. Lafley, former chairman and CEO of Procter & Gamble, and Roger Martin, dean of Rotman School of Management

Principle 1: **Simple Clarity**

Simple Clarity is the ability to simply and succinctly describe your business, what makes it unique, and who it serves. Simple Clarity is about speaking in the language of your customers, and clearly explaining your company's story.

Simple Clarity is the foundation of a Sticky Brand. When you achieve it your business becomes more findable, referable, memorable, and desirable.

Objective:

In the language of your customers, describe your brand in ten words or less.

Exercise 1

You Are, You Do, You Serve

Who is your company?

What does it do?

Who does it serve?

Craft the three answers into a single, short statement that describes your business:

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface.

Exercise 2 Does It Sell?

After every client meeting or sales call, log your results. (Below is a sample survey form — what I call a Win/Loss Card™.)

Name:		Date:	
☐ Client	☐ Prospect	☐ Referral	Initiated by: Pitch:
Purpose of Call (Trigger Event)		Products / Services Presented	
Client's Questions			
1	4		
2	5		
3	6		
What Resonated? (Statements, Stories, Facts, Figures, Demonstration, etc.)			
1	4		
2	5		
3	6		
Objections or Concerns (Challenges, Issues, Complaints, Comparisons, etc.)			
1	4		
2	5		
3	6		
Outcome / Next Steps		Rate Meeting	

Principle 2: **Tilt the Odds**

Sticky Brands Tilt the Odds in their favor because they are not all things to all people. They choose where to play and how they will win to create a sustainable competitive advantage.

Tilt the Odds for your company by focusing on niche markets or services where it stands out as the first choice.

Objective:

Select a niche or service area for your company that you can protect and own, and be your customers' first choice.

Exercise 1 Pick the Right Niche

Is There a Market?

1. **Customer Segment:** Identify one to three clear target markets for your products and services.
2. **Need:** What do your customers need? What are they buying, why, and when?
3. **Investment:** Do they spend money on this need? If so, how much? If not, can you overcome the obstacle of “free?”

Customer Segment	Need	Investment

Can You Compete and Win?

1. **Options:** How do your clients solve this problem today? What products or services do they use? Do they have to combine multiple options to solve their need?
2. **Market Leader:** Is there a defined market leader or preferred option in this space?
3. **Opportunity:** Why your brand? What do your products and services do that are unique? Are they valued? Are they superior to current options in the marketplace?

Options	Market Leader	Opportunity

Can You Defend Your Brand Position?

- 1. **Core Skills and Assets:** What skills, resources, expertise, or assets does your firm possess to beat alternative options already in the market?
- 2. **Defensive Investments:** What areas of your business do you have to invest in and develop to sustain a competitive advantage in this niche? What does your company have to be best in the world at?

Core Skills and Assets	Defensive Investments

Principle 3: **Function That Resonates**

Function That Resonates is the pursuit of delivering value-added services that resonate with your customers. Customers want substance over flash and will seek out companies who truly understand them and their needs.

What do your customers really want? Identify how you can evolve your services to deliver measurable results for your clients.

Objective:

Make your products more functional and valuable for your clients by combining them with value-added services.

Exercise 1 Discover the Outcomes

Customer Outcomes

Tranquility Vitality Beauty Wholeness Excellence Humor	Power Service Trust Energy Faith Inclusiveness	Connection Wisdom Wonder Entertainment Education Communication	Creativity Freedom Exploration Convenience Simplicity Order	Security Strength Reliability Savings Profit Gain
---	---	---	--	--

Customer	What They Purchased	Purchase Date	Customer Outcome(s)	Groupings
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				

PART 2 Authentic Differentiation

Sticky Brands don't behave like faceless companies. They stand out because they reveal their personality, share their opinions, and build real customer relationships.

“There will always, one can assume, be the need for some selling. But the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself.”

— Peter Drucker, management guru

Principle 4: **Engage the Eye**

Sticky Brands are visual brands. They engage their customers' eyes because they know their customers judge them based on what they see. Sight is the most important human sense for evaluating brands and making purchase decisions.

Build a strong visual identity for your brand that engages your customers' eyes and lets them know your business is unique.

Objective:

Create a visual experience using metaphors, stories, and imagery in order to make your brand visibly different.

Exercise 1 Your Brand's Metaphor

Capture the Story

Notes	Common Phrases
	☐ Balance
	☐ Transformation
	☐ Journey
	☐ Container
	☐ Connection
	☐ Resource
	☐ Control

Principle 5: **Total Customer Experience**

Sticky Brands are built on a collection of experiences. It doesn't matter what the company promotes, it's what the customers experience that counts. The experience shapes the perception of the brand. Sticky Brands provide their customers with compelling experiences that keep them coming back.

Find what makes your business unique and better, and bake that into the customer experience.

Objective:

Create memorable moments that will shape your customers' experience and expectations of your brand.

Exercise 1 Primary Touch Points

Customer Touch Point	How Can You improve the Customer Experience?
Website or Mobile Apps	
Retail Location	
Sales	
Customer Service	
Partners	
Social Media	
Search Engines	
(Other)	

Exercise 2 Engage the Lizard Brain

Customer Touch Point	Your Brand Experience	Direct Competitor Experience
Website or Mobile Apps		
Retail Location		
Sales		
Customer Service		
Partners		
Social Media		
Search Engines		
(Other)		

Principle 6: “That’s Interesting. Tell Me More.”

The five best words you can hear a customer say are, “That’s interesting. Tell me more.” If you can get them to say that, you have caught their attention and they will listen to what you have to say.

Sticky Brands cut through the clutter of their market and engage their customers with Brand Storylines — stories that engage them in a conversation and build relationships.

Objective:

Develop one or two Brand Storylines to engage your market, spark conversations, and build relationships.

Exercise 1 Take a Stance

We believe ..

Our competitors get it wrong, because ..

What frustrates us about our industry is ..

What surprises most people about our approach is ..

We never want to be associated with ..

People commonly says this, but we think it's actually ..

What gets me most excited about our industry is ..

The biggest risk to our customers is ..

PART 3 Punch Outside Your Weight Class

Sticky Brands stand out in their industry. They can compete and win against the big guys, because they're not afraid to blow their own horns. Make your brand so visible and engaging that it's hard to ignore.

“If you don’t blow your own horn, someone else will use it as a spittoon.”

— Ken Blanchard, author of fifty books, including The One Minute Manager

Principle 7: **First Call Advantage**

Sticky Brands are their customers' first call when they are ready to buy. It's a powerful sales position. A First Call Advantage sets customer expectations, and provides an opportunity to solve their needs before they shop anywhere else.

Build relationships with your market — prospects, customers, and referral partners — upwards of three years before they need your services.

Objective:

Build relationships with prospects and customers upwards of three years before they have a need.
Build relationships so that your customers will call your company first when they have a need.

Exercise 1 Engage the Lower 90 Percent

Activity	Impact: Top 10% or Lower 90%	Priority
☐ Blog		
☐ Email Newsletter		
☐ Direct Mail		
☐ Publish Reports		
☐ Podcast / Vidcast		
☐ Webinars		
☐ Social Media		
☐ Trade shows		
☐ Sponsorship		
☐ Host Events		
☐ Speaking		
☐ Board Participation		
☐ Lunch 'n' Learns		
☐ Networking		
☐ Call to Say, "Hello"		

Principle 8: **Be Everywhere**

Sticky Brands just seem to be everywhere. They have a buzz about them that's usually the domain of much larger companies. Unlike the big guys, they don't spend outrageous amounts of money on marketing and advertising. They stand out by growing a community.

Grow a community around your brand. Build and scale relationships so your brand is everywhere.

Objective:

Build and serve communities to reach new audiences and develop new relationships for your brand.

Exercise 1

A Community Starts with 1,000 Members

People to invite	Influencers and Groups

Principle 9: **Pick Your Priorities**

The number one value of growing a Sticky Brand is sales. Sticky Brands sell more, faster — provided they are purposeful with their resources. Small- and mid-sized companies don't have vast marketing budgets and resources to move the sales needle.

To drive sales and grow a Sticky Brand, focus on one priority at a time: Volume, Velocity, or Value.

Objective:

Focus on one priority — Volume, Velocity, or Value — at a time. What does your business need to focus on for the next six months?

Exercise 1

What's Holding You Back

Sales: Do you need to generate more opportunities?

Quality or size of customers: Are you selling to the right customers?

Winning deals: Does your sales team struggle to close deals? Customers come to you, but they seem to get cold feet at some point.

Price: Are you suffering from death by a thousand cuts? Do you have to constantly discount to win business?

Resources: Are you drowning in opportunities, and need to use your resources more effectively?

Competition: Are you facing a competitor that's beating your brand up, and making it hard to win?

Something else: There's a clear threat or problem holding your brand back.

Exercise 1

One V at a Time — Volume, Velocity, or Value

What is your priority for the next six months?

How will you move towards that priority? What's the plan?

What are your measures of success?

PART 4 Over Commit, Over Deliver

Sticky Brands are deeply committed to the performance of their products and services and the results they deliver. That focus on client results empowers their teams to go above and beyond the call of duty.

“Desire is the key to motivation, but it’s the determination and commitment to unrelenting pursuit of your goal — a commitment to excellence — that will enable you to attain the success you seek.”

— Mario Andretti, world champion racing driver

Principle 10: **Branding from the Inside Out**

Sticky Brands are built from the inside out. Their people, culture, and values all come together to foster innovation and deliver remarkable client experiences.

Your company's people, culture, and values are the glue that holds it together. Those strong bonds enable your company to attract the right employees and serve your clients even better.

Objective:

Invest in your company's people, culture, and values to attract the right employees and serve your clients even better.

Exercise 1 “We Are Not ...”

“We are not ...”	Reverse statement (positive)

Corporate Values:

Principle 11: **Proud to Serve**

The people who grow Sticky Brands are filled with pride. They take a great deal of pride in their work, their customers, and the results they deliver. And it shows. They cultivate adoring customers because they are deeply committed to the work they do.

Pride is powerful. It propels your company to innovate and deliver exceptional services.

Objective:

Create feedback loops to monitor and manage your brand's performance. Pay close attention to how your company is performing so you can Over Commit and Over Deliver for your customers' benefit.

Exercise 1 Feedback Loops

Act on your feedback loops:

Data to share:

What's working:

What's not working:

What did we learn:

What will we do next quarter:

Principle 12: **Big Goals and Bold Actions**

Sticky Brands make Big Goals and take Bold Actions. Their goals energize the brand. They create momentum and excitement around a business that is infectious. People are excited to talk about the company, refer others to it, and buy from it, because of its accomplishments.

Ratchet up the energy and excitement in your company with Big Goals and Bold Actions.

Objective:

Commit to Big Goals — Big Goals that will energize your brand and drive it to grow through the next revenue plateau.

Exercise 1 Gaining Traction

3 year Big Goal: Make it SMART	
Specific: Business function	
Measurable: Metrics	
Achievable: Can you accomplish the Big Goal?	
Relevant: Why is it important?	
Time-bound: What's the finish line?	
Six month goals (Break the Big Goal into six month increments)	
Goal 1: 0 - 6 months	
Goal 2: 7 - 12 months	
Goal 3: 13 - 18 months	
Goal 4: 19 - 24 months	
Goal 5: 25 - 30 months	
Goal 6: 31 - 36 months	

Exercise 1 **Ground it in Purpose**

Exercise 1 **Ground it in Purpose**

Define the R — Relevance — in your SMART goal. Why is the Big Goal important for your company and your customers?

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it's resting on a surface. The overall appearance is that of a clean, unused piece of stationery or notebook paper.

Principle 12.5: **Choose Your Brand**

Sticky Brands are built by people: ambitious, impatient, talented people. People who are not satisfied with the status quo or growing just another business. Sticky Brands are built by people who commit to growing them.

Choose your brand. Grow a brand that stands out in your industry like an orange tree in an evergreen forest.

Make a Commitment

Growing a Sticky Brand is a choice. It's a choice to stand out and be remarkable. It's a choice to build meaningful relationships with your customers. It's a choice to cut your own path and innovate in your industry. Growing a Sticky Brand is your choice to stand out, attract customers, and drive sales.

Make the choice, and implement each of the Principles discussed in the book to make your company a Sticky Brand.

INFO Sticky Branding

Buy the book:

Get more details or buy a copy of *Sticky Branding: 12.5 Principles to Stand Out, Attract Customers, and Grow an Incredible Brand.*

About the book:

Sticky Branding is your branding playbook. It provides ideas, stories, and exercises that will make your company stand out, attract customers, and grow into an incredible brand. Based on a decade of research into what makes companies successful, *Sticky Branding's* 12.5 guiding principles are drawn from hundreds of interviews with CEOs and business owners who have excelled within their industries.

About the author:

Jeremy Miller is a Brand Builder, Speaker, and the President of Sticky Branding — a brand building agency.

After rebranding his family's business, Jeremy embarked on a decade long study of how small- and mid-sized companies create incredible brands. Since 2005 he has interviewed thousands of CEOs and business owners and profiled hundreds of companies across dozens of sectors.

Jeremy works with companies to develop branding and marketing strategies that make them stand out and drive sales. He is a sought after speaker delivering highly entertaining and informative keynote speeches on branding and business development. And he knows what it takes to grow a Sticky Brand and how you can do it too.

For more information, and to connect with Jeremy, visit www.StickyBranding.com.