



**THE GREAT SECRET—
TO BUILDING YOUR POWER BRAND!**

By Carol Chapman, Principal and Co-founder of
The Brand Ascension Group

***"I always knew I was going to be rich. I don't think I doubted it for a minute."* –Warren Buffett**

If you're familiar with the phenomenal success of the film and book *The Secret* by Rhonda Byrne—read on. If you're not— I invite you to explore the relevance of this concept to your business growth. The concept of *The Secret* or sometimes referred to as *The Great Secret* is an infinite power called the Law of Attraction. Are you wondering, "How can this help me build a power brand?"

According to Rhonda Byrne and other modern day teachers and leaders, *The Secret* is an infinite power that responds to your thoughts and desires, no matter if your thoughts are positive, negative or neutral —and can be used to help you achieve whatever you want by thinking and feeling. The Law of Attraction operates on your thoughts' vibrations, acting as a magnet to receive what you think and believe you can achieve, even what others say is impossible. So, if this infinite power can help you achieve whatever you set your mind to; then think what it can do if you use it to build the power brand you desire. Are you intrigued?

Why are some brands great, some good and others just mediocre? Do you think it's because of coincidence or just plain hard work? Or do you think it's perhaps clarity of vision or a belief and knowing of purpose behind their intent and what they wanted to create has something to do with it?

Why is Google such a success? Do you think it's just luck or being in the right place at the right time? Or perhaps, it's the crystal clear vision the founders have held in their minds of what they wanted to create; and their thoughts and feelings about what they wanted to do that generated a magnet that continues to draw to them more of what they wanted. Their mission: (www.google.com)—'organize the world's vast amount of information and make it universally accessible and useful over the internet.' They've accomplished that and then some. From day one, the company and their employees have been driven to fulfill their mission and believed beyond doubt

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WHY YOUR BUSINESS NEEDS TO DEFINE, CREATE, AND BUILD ITS UNIQUE BRAND DNA:

1. Are you tired of **spending more** and more on your marketing efforts with little return on your investment?
2. Are you concerned about how to create **true differentiation?**
3. Do you agonize over **losing customers to 'copy-cat' competitors?**
4. Do you see **lost opportunities** with employees who don't consistently create "Wow" experiences for your customers?
5. Are you plagued by **price-sensitive customers?**
6. Do you suffer from a **shortage of customer referrals?**

If you answered **YES** to any of these questions, this the most **transformational** program you will ever attend to build your business!

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it could be done and they're doing it through their actions.

How did The Ritz Carlton achieve the Malcolm Baldrige National Quality Award not just once but twice? Was it by chance or just sheer hard work? Or perhaps it was the belief in their philosophy of service and innovation and the clarity of their Gold Standards (www.ritzcarlton.com). Every employee is crystal clear as to who they are—the Ritz Carlton brand, and hold a strong belief in what they can achieve. Perhaps it was their intention of purpose, belief in and action on their Gold Standards that enabled them to achieve this coveted quality award two times over.

Consider others such as Sam Walton and the clarity of what he wanted to achieve as expressed in his own words "I have concentrated all along on building the finest retailing company that we possibly could. Period!" Or J. Willard Marriott Sr. and his ideology of building a brand that first focuses on its employees by ensuring great care and nurturing; and in turn knowing they'll provide outstanding service to their guests. These are brands that have built companies with enduring legacies, and a strong sense of purpose and belief in what they stood for and wanted to create. They were entrepreneurs who had a vision and belief that they did not keep a secret! They were adamant about sharing their same passion and vision with their employees – and they did it as a collective vibration that magnetized their accomplishments.

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So, again what is it about The Great Secret—this Law of Attraction anyway, and how it relates to these brands? For that matter, how can it help you and your brand? Humor me as we delve into this.

The Law of Attraction is about 'like attracting like.' It is the law of the universe that says everything in your world you attract into your world through your thoughts and the feelings you hold in your mind and body. If you think and hold negative thoughts, you attract negative things, but if you think and hold positive thoughts you'll attract positive things.

Suppose you have access to one infinite power that can guide you to create anything you desire. It's something so powerful that it draws everything you want for your brand based on your thoughts, aspirations, feelings and actions. This power operates on a frequency that responds to you and every thought you send out to the universe—it's like a beacon of light transmitting back to you. Visualize this beacon of light magnified if each of your employees as they are thinking the same clear, positive thoughts. Wow, what a force you would be in world of power brands.

If you are crystal clear on the essence and inspiration of what your brand stands for, you can deliver on it. Yes, whether you are an entrepreneur of a small business or a CEO of a large global company, you can. It is as easy as becoming more conscious and focused on your brand's way of being.

At The Brand Ascension Group we have the philosophy of “build it and they will come.” It recently dawned on us that the philosophy we subscribe to has some similarities to the philosophy behind The Great Secret—The Law of Attraction. You can enable this law to enhance your business and brand by applying the following five simple steps (adapted and expanded upon from *The Secret* by Rhonda Byrne).

1. **DEFINE**—think about what you want. You must be crystal. Dive deep to understand the essence of your unique Brand DNA. What does your brand stand for? What does it look and feel like? What are your values? What’s your style? What differentiates you? What is the experience you want to create for your employees and customers?—get crystal clear and put it in writing.
 - a. If you are not clear, the Law of Attraction might not bring to you what you want, but rather what you don’t want.
 - b. Absolute clarity is essential because the universe is a magnet for sending back to you what you are thinking and feeling—it will respond to your desire and the collective desire of your employees.

2. **ASK**—declare what you want. Once you are crystal clear, get the message out to your employees. For your employees to get on board, they need to know and understand with absolute clarity what it is you are creating. They are essential to affirming what you want—communicate it and post it for all your employees to see!
 - a. Engage your employees in activities that affirm what you are asking for. Have small team or town-hall meetings to have question & answer sessions.
 - b. Start simple and pick ONE thing you want to achieve within your brand (e.g., get on the local news, get interviewed by Oprah; your products are sold in major national and global channels, etc.) and focus on that ONE thing.

3. **BELIEVE**—accept that what is yours is already coming to you because you have the knowing and confidence. Do you believe you can manifest what you have already asked for? You’ve got to have faith with all your heart and soul that you have a power brand. Rhonda Byrne reminds us how easy it is in her book *The Secret*, to think about when you purchase something from a catalogue and before you have actually received it you know it is yours. So set that frequency of thought for your brand—put the order in!
 - a. Inspire your employees to feel what you desire for your brand. They have to believe it too. If they don’t, it may be difficult to attract what you want.
 - b. Think, speak and act as though you have already achieved what you want for your power brand. If any doubt comes into your thoughts, you will attract not receiving it.
 - c. Engage your employees to cultivate behaviors that will affirm your brand. When they help invent it, they will own it!

4. **ACT**—strategize and maneuver with confidence in everything you do. Every thought, every action, every interaction, every decision and every activity is a mirror for the law of attraction and what you draw to you. Make sure your actions and those of your employees support what you have asked for—operate through inspired and conscious action.
 - a. Define and take action to create the culture and systems and processes that supports your Brand DNA and what you are asking for and believing in.
 - b. Engage your employees to help you shape the culture.

c. Make sure your leadership is aligned and adapts their behaviors to reflect your brand. They must serve as a role model. Walk the talk and walk the walk!

5. RECEIVE – when you know that what you are asking and believing is already coming to you, all you have to do is continue to feel it happening. Visualize it. Encourage your employees to put all their thoughts and continued actions on the frequency of it happening and you will receive what you have asked for and believed in—experience it!

a. Don't doubt yourself. When you create doubt you are sending negative thoughts out to the universe. Your employees and customers will pick up on that too. When you find yourself thinking a thought contrary to what you have asked and believe, consciously notice it, toss it aside and reframe it with a positive thought.

b. Experience it in your mind and feel it on a visceral and physical level so that it becomes real for you.

c. Continuously engage your employees so it becomes real for them. Engage them in brand-relevant activities that reinforce the brand. Inspire and motivate them to be conscious of believing in the success and power of your brand and to feel and express it in their thoughts and actions.

Remember, your business is a magnet attracting everything based on what you—define, ask, believe, act and receive for your brand. All you have to do is just one positive thought away and another and another...and you and your employees can collectively manifest what you desire for your brand.

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