



BUILD A WORLD-CLASS BRAND ON A SMALL BUSINESS BUDGET



LEARN HOW TO WORK SMARTER and OUT-BEHAVE YOUR COMPETITION with this ONE-OF-A-KIND, BRAND-DEFINING PROCESS!

The first ever comprehensive training course designed specifically to define, create, and build YOUR brand from the inside out!

E-COURSE SYLLABUS: WHAT YOU WILL LEARN IN THIS online, 4-MODULE E-COURSE:

EACH MODULE = 1-hr. Online Video Presentation of Material & Workbook Activity Assignments

MODULE 1:



DEFINE & ACTION YOUR BRAND'S VALUES & STYLE; *The Fundamentals of Your Brand's Foundation*

- Become **CRYSTAL CLEAR** on what branding is and what it's not
- Understand the true **DIFFERENCE** between Branding vs. Marketing
- Begin to define your **BRAND DNA**:
 - Why core **VALUES** are essential to the success of your brand
 - Identify and define your **CORE VALUES**
 - How your brand **STYLE** is applied to create consistent customer experiences
 - Identify and define your distinctive **STYLE ATTRIBUTES**

MODULE 2:



DEFINE & ACTION YOUR BRAND'S DIFFERENTIATORS & STANDARDS; *The Innovation Engine of Your Evolving Brand*

- Consider more **COMPELLING RESEARCH** and **CASE STUDIES** of highly successful brands that create competitive advantage through...
 - a unique set of brand standards and the development of a brand scorecard
- Continue to define your unique **BRAND DNA**
 - Identify & define your unique **STANDARDS** that systematize and run your business brand on **AUTO-PILOT**
 - Identify & define your unique **DIFFERENTIATORS** that set you apart from your competitors

MODULE 3:



DEFINE & ACTION YOUR BRAND'S PLATFORM AND PROMISE; *The Unique Value Proposition of Your Thriving Brand*

- Craft and commit to your unique **BRAND PLATFORM** which guides you and your employees to deliver on your brand every time
- Compose and commit to your unique **BRAND PROMISE** and set the rules for doing business from this day on

MODULE 4:



ACTION & LEVERAGE YOUR BRAND'S DIMENSIONAL NUCLEIC ASSETS®; *Through the 3 Most Powerful Characteristics of a Successful Brand*

- Understand and leverage the power of the **3 MOST CRITICAL ATTRIBUTES** of a successful brand
- Learn how to create breakthrough **MULTI-SENSORY PRACTICES** that deliver memorable **customer experiences**
- Begin the integration process of your new **Brand DNA** into all external marketing and communication efforts, operations and your employee culture

Please note: There will be **TEAMwork** and activities (allot about 2 hrs. per week) assigned to you and your team after each session for completion by the next session. Please endeavor to be prepared for each session; this will enhance your overall results and contribute to the learning of all participants and the impact of your brand-defining strategies.



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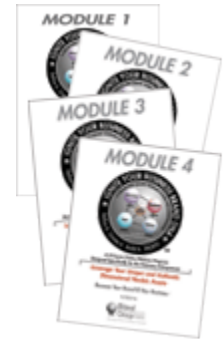


"One of the **biggest errors a company can make** is launching a marketing program **before its brand is clearly articulated, understood, and lived out within the organization**. These words may surprise you coming from a marketing specialist, but it's true. The better my clients understand their brand, the more I can help them. If you are struggling to find your identity, then it's **definitely time to talk to the Brand Ascension Group.**"

-- Brad Shorr, CEO, Word Sell, Inc.

And here's what you get for your investment:

- **Four 1-hr.** online sessions with in-depth facilitation of each critical Brand DNA step in the process
- **A true paradigm shift** in the way you think about **growing your business**
- A fully customized **Brand DNA Blueprint** to generate compelling and unique brand experiences for both customers and employees
- A **downloadable 69+ page, 4-module workbook** with all the practical exercises and bonus materials to use to maximize your internal brand building efforts
- **Highly descriptive** instructions on your teamwork activities
- **Live facilitated session only: Easy access to your instructors** between sessions via telephone and email to address specific questions or support you with exercise completion
- **A Clear vision** of who you are, what you stand for and how you serve your clients behaviorally and operationally
- The secrets of creating a powerful **set of Brand Standards** based on our 'Brand Scorecard' model and steps to begin making them a reality
- Strategies to increase your customers' **Return on Loyalty (ROL)** = bigger revenues
- Glean from a variety of case studies and examples of Brand DNA implementation
- The **blue print** for creating more rewarding customer experiences and relationships
- **TRUE detailed differentiators** of your unique brand and how to truly capitalize on them
- A variety of **unique, out-of-the-box ways to leverage your new Brand DNA**
- **Exponential returns** on your marketing dollars - a result of walking your talk
- Increased customer referrals
- A powerful tool to help guide your **external marketing efforts**, stay consistent, and **walk your brand talk**
- **Greater Employee engagement** in **understanding** and **living** the brand consistently
- **A brand roadmap** that keeps your brand on the road to success
- A level of customer trust that makes your **competition irrelevant**



**THE TIME IS NOW,
SIGN UP YOUR BUSINESS BRAND NOW!...
BEFORE YOUR COMPETITION DOES!**

www.BrandAscension.com/dna_webinar_calendar.html

**...BECAUSE YOUR BRAND
IS YOUR BUSINESS!™**