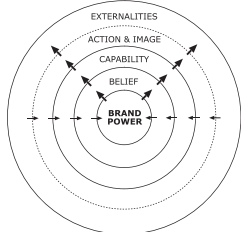


1. Brand Power

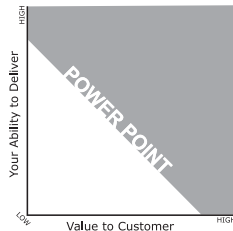
Brand Power Wheel



Eliciting Benefits

Feature/Advantage	So What? = Benefit

Decisive Power Points



Brand Power Statement

Who are you?	What do you do?	For Who?	What Need?	Against Who?	What's Different?	So?
Identity, Image, Belief...	Capability, Action, Feature...	Externalities - Customers	Externalities - What's in it for me?	Externalities - Competitors	Advantage, Belief, Capability, Action...	Benefits, MWR...

4. Detox

MAKE MONEY	SAVE MONEY	NECESSARY	COST MONEY
<i>Need proof that this task has made money in the past with a high likelihood of it making money if implemented.</i>	<i>Need proof that this task will reduce costs or save time and money if implemented.</i>	<i>Tasks that are needed because of Promises. Protocol (legal etc) or Processes (how you work)</i>	<i>Don't fit the other categories. These tasks may have been suggested by the boss or are just bad habits.</i>
★ JUST DO IT!	★ JUST DO IT!	- PAIN OR GAIN -	SO WHAT?

PAIN	high	CAUTION	★ JUST DO IT! OR OUTSOURCE	SO WHAT?
	low	DUMP IT! OR AUTOMATE	★ JUST DO IT!	
		low	GAIN	high

<i>Good chance of MAKING or SAVING money?</i> ↓ ★ JUST DO IT!	<i>Can't justify that it will make or save money?</i> ↓ DUMP IT!	<i>Won't make or save money but it's still necessary?</i> ↓ - PAIN OR GAIN -
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2. S.H.A.G.

90 Days

Specific yet vivid
- Single Objective -
Easy to understand

Challenging
and Brave
- Audacious

Inspiring yet
still Achievable

You'll know when
you've achieved it -
success is measurable

3. Pipeline

	SUSPECT		PROSPECT			EXPECT	
	COMPLETE STRANGER	KNOWS WHO YOU ARE	EXPERIENCED YOUR WORK	PAID FOR YOUR WORK	REPEAT CUSTOMER	EVANGELIST	
1. WHAT YOU DO/ WHO THEY ARE	MWR: #	MWR: #	MWR: #	MWR: #	MWR: #	MWR: #	
	Tactics:	Tactics:	Tactics:	Tactics:	Tactics:	Tactics:	
2. WHAT YOU DO/ WHO THEY ARE	MWR: #	MWR: #	MWR: #	MWR: #	MWR: #	MWR: #	
	Tactics:	Tactics:	Tactics:	Tactics:	Tactics:	Tactics:	
	FREE			FEE			

5. Priority Slide

