

Contents

Introduction

DAY 1 What your brand is and what your brand isn't

DAY 2 Your brand benchmark test

DAY 3 Finding your authentic purpose

DAY 4 Ambition and desire: what do you actually want from this?

DAY 5 From personal ambitions to rational intent: brand strategy

REAL BRAND STORY: bpha

DAY 6 Talent: recognizing it and developing it

DAY 7 Establishing your brand values

REAL BRAND STORY: Adnams

DAY 8 Putting your brand in context: finding out what's out there

DAY 9 and 10 Use your imagination

REAL BRAND STORY: BeWILDerwood

DAY 11 Who don't you want to sell to?

DAY 12 Exploring your brand through the six-legged spider

DAY 13 Refining your unique brand essence

DAY 14 Understanding brand 'positioning'

REAL BRAND STORY: Bray's Cottage Pork Pies

- DAY 15** Creating the narrative
THE EXPERT VIEW: Tracy Kenny, Aviva
- DAY 16** Your brand name: how to get it right and how to avoid pitfalls
REAL BRAND STORY: Voluntary Norfolk
- DAY 17** Creating the internal brand positioning statement
- DAY 18** Shaping the external brand positioning line
REAL BRAND STORY: Anthony Nolan
- DAY 19** Nurturing your greatest resource: you
- DAY 20** Do-it-yourself media relations
THE EXPERT VIEW: Gordon Maw, MAW Communications
REAL BRAND STORY: Jess Morgan
- DAY 21** How not to waste your advertising budget
THE EXPERT VIEW: Chris Murphy, Chairman, balloon dog
- DAY 22** Making your brand come alive online
THE EXPERT VIEW: Mark Cook, Marketing Director, Further Search Marketing
THE EXPERT VIEW: Stephanie Diamond, President, Digital Media Works, Inc.
THE EXPERT VIEW: Fiona Ryder, Chief Executive Officer, StreamExchange
- DAY 23** A brilliant brand at every touch-point
REAL BRAND STORY: Mr. Site

- DAY 24** Design matters
THE EXPERT VIEW: Scott Poulson, founder of Special Design Studio
- DAY 25** Your personal brand behaviour
- DAY 26** How to get your staff to live your brand
THE EXPERT VIEW: Caroline Rust, owner of WorkShopsWork
- DAY 27** Why cheaper isn't always better
- DAY 28** What to do when your brand gets things wrong
- DAY 29** Brand extension: opportunities and dangers
REAL BRAND STORY: What makes Pret special?
- DAY 30** Next steps
MY REAL BRAND STORY: Hemsby & Newport
References and further reading
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Brand Strategy Guru Speaking and Consultancy

<http://www.pbookshop.com>