

Simple Ways



to Build Your Company's
Brand and Your Own

Our Agenda

1. Your Company Brand
2. Your Personal Brand
3. Telling Your Story

Technology is no longer defined by
'one big thing,' it's the fusion of
many technologies, coupled
with a generous helping of
people and process.

DYK?

More People Follow Brands than Celebrities

80% of customers say thought leadership builds trust in the company

73% of customers say trust in companies matters more than it did a year ago (2019 Salesforce Study)

People want to engage with brands & **word of mouth still accounts for 50% of effective marketing**

Who are your BEST customers?



The Ask →

Market (more) to Your
Existing Customers, Partners
and Employees

The Goal →

All of your customers
taking advantage of all that you
have to offer, asking for more.

Know why your customers and employees stick around?

3rd party surveys work, and so does three seconds of courage with a client...

→ ask the question “Why us?”

Key Takeaway →

Know WHAT and WHO you have on tap. Take time to take inventory.

Which common problems are you solving?

What are your best-selling services?

What are the most profitable services?

Where are the gaps in your services?

➔ Market around these... avoiding the gaps.

Quick Break
for
QUESTIONS

YOUR BRAND

Invest in it, promote it and protect it.



GO
GOOGLE
YOURSELF

Marie Meoli Rourke |

Google Search

I'm Feeling Lucky



ESTABLISH YOUR BRAND

What do you stand for?

What do you want people to say when you're not around?

What other brands do you want to associate with? (people and companies)

Be seen and heard.
- Raise your hand. Lend your voice.

Share to help others, not
hear yourself speak.

Network in and outside
your team.

Say “hello.” Be social.

BUILD YOUR BRAND

Leadership is
earned.



PROTECT YOUR BRAND

“...because it’s my name.”
- Molly Bloom

KNOW THE DIFFERENCE....





MEDIA BASICS

Old School & Social Media



The ugly
Truth

Reporters want to
tell **THE** story, **not**
YOUR story.

....even when the story is about YOU.

Your Rights

To know about the reporter, the magazine, the topic and some of the Qs (not always all) being asked.

To know when the story will be in print / online / podcasted / on TV.

To be quoted accurately, and recorded (or not).

To be represented by your PR person.

To say “I don’t know. Let me have Jennifer get back to you.”

To redirect the line of questioning or decline to answer a topic because of legalities, lack of knowledge or professional preference.

The **Do's**

Treat interviews as a business mtg, a first date, a customer deal

Know the audience. Prepare for Qs and what you want to communicate, bring a 3x5

Listen to the entire Q & ask clarifying Qs as needed

Hear the queues and revisit the conversation
(So what you're saying is... You spoke earlier about... The way I heard it...)

Breathe & then answer

Expand on answers with approved simple examples of success and stats

Be ready to answer or deflect raw, challenging, rude Qs

Prepare a closing statement to answer the inevitable Q:

“Anything I didn’t ask, am missing or that my readers should know about?”

Don'ts

Repeat negatives: “I wouldn't say that” ... heads up, you just did!

Sweat the silence & talk just to fill the void

Use absolutes except for stated strategy

Always → Often

Never → Seldom

Speak poorly of competition or about pending litigation

There's no “off the record”

Use negative language

Problems → Challenges, Opportunities

Mistakes → Valuable Lessons

Should Have → Could Have

WHAT you say is *equally important as* **How You Say It**

We're trying to listen
more to what our
customers and associates
want to see in our services.

We believe the customer
experience is everything.

We are
listening..

The customer
experience
is everything.

change the conversation

BE BOLD

I think...

I believe...

Yes, but...

We're trying...

To be honest...

Let me explain...

My two cents...

To build on what she said...

What I can tell you is...

Let me help you understand....

