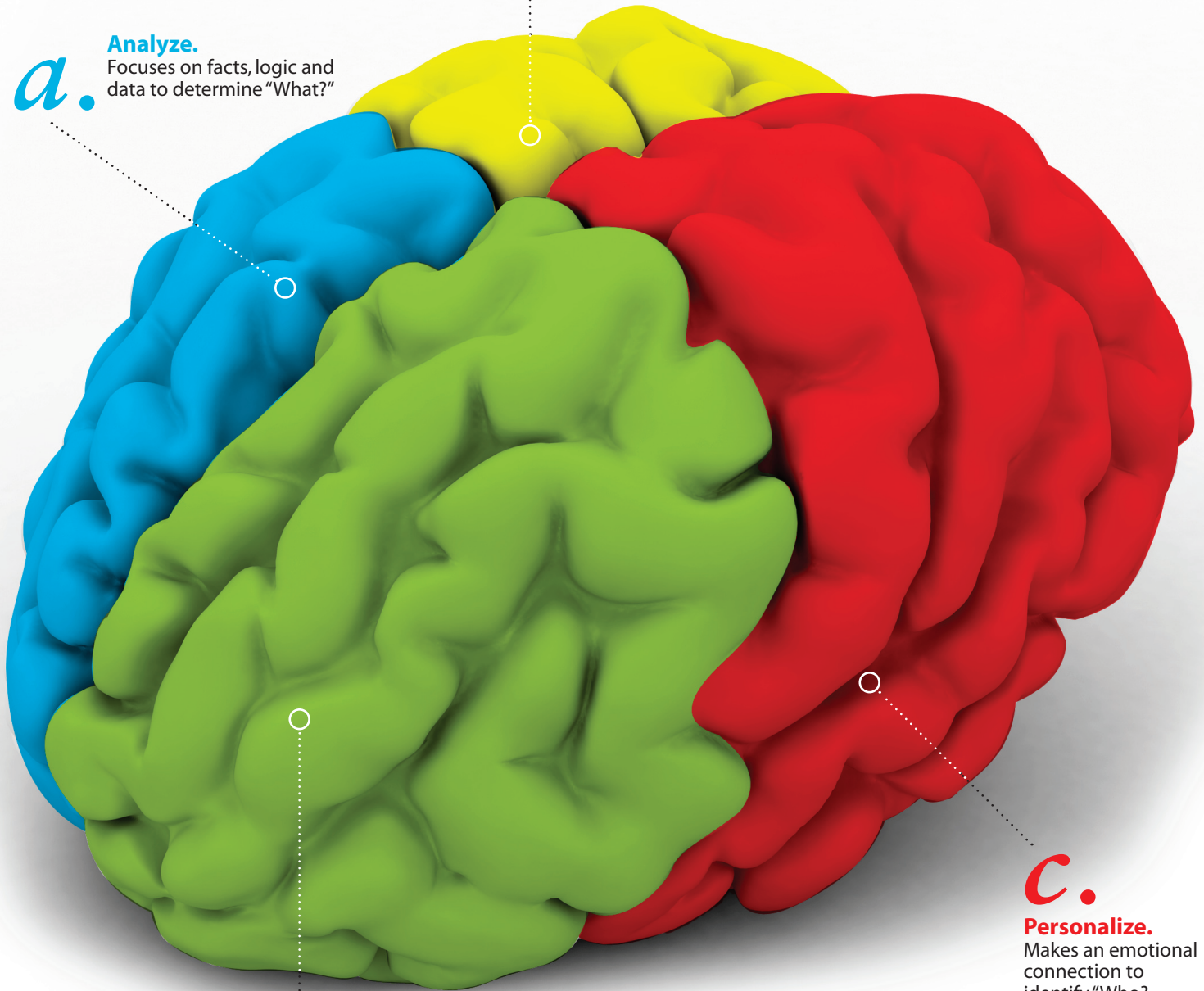


d. **Strategize.**
Develops a vision, sets goals and answers "Why?"

a. **Analyze.**
Focuses on facts, logic and data to determine "What?"



c. **Personalize.**
Makes an emotional connection to identify "Who?"

b. **Organize.**
Arranges information systematically to answer "How?"

How to Create a Successful Brand Strategy

*It's easy when you
use your brain!*

by KEN BANKS
AND
ROBYN WINTERS

At a recent Chicago conference for marketing and advertising professionals, several speakers shared ideas and case studies focused on a current trend in targeting clients and customers: Be even more defined than ever before. Why? Based on innovations in technology, it's now possible to pinpoint exactly who will receive your message.

Being too specific about who gets your brand's marketing message, however, may limit your scope and potential. A groundbreaking system for speakers and entrepreneurs broadens their reach and appeal by understanding what truly engages audiences, what motivates clients to buy, and what opportunities you may be missing by being too narrowly focused.

A New Way to Connect

Speaking professionals and entrepreneurs need to take a whole brain approach to developing their brand strategy. By using an approach that engages the four areas of the brain (called quadrants) that determine an individual's *thinking style*, you ensure that your message resonates more effectively, and with more people. This system of whole brain branding is called Brain Branding®.

Everyone has a thinking style, and every thinking style is unique. Different people automatically and unconsciously prefer to use different parts of their brain when processing information, solving a business problem, or making a buying decision. As a speaker, trainer, consultant, coach or author, you need to know how to connect with *everyone's* brain, not just the ones you've determined are in your target market.

The more specific and narrow your focus, the more likely it is that your brand is missing opportunities. The same logic holds true when you're speaking, presenting or selling. The most effective way to get your message

to resonate successfully with every member of your audience, or with potential clients, is to use a whole brain approach, and engage the most preferred quadrants of *everyone's* brain.

What This Means

Everyone has heard about right- and left-brain thinking, but there's more to your brain than that. Based on the results of William "Ned" Herrmann's scientifically validated research, we know that there are four regions of the brain. Each is a unique processing area, ranging from detail orientation to emotional connection, from analytical problem solving to visionary strategies. All four come into play in different ways when people listen to you speak or select your brand. Thinking preferences differ in each person, so you need to broaden your reach to appeal to a wide spectrum of thinkers. Too often, you focus your marketing on one key component of your brand, and forget that an individual may also be interested in other components. Consider Lexus, for example.

One appeal of Lexus is that it has

been the No. 1 luxury car for the last 10 years. But being the No. 1 luxury car isn't its *only* appeal. Some people are more interested in the fact that Lexus has maintained the best automotive repair record year after year, or that it's rated "superior" in customer service, or that it's a leader in innovative engineering. If Lexus's brand strategy had focused on only one or two of those elements, it might have missed out on a huge section of its customer base. Instead, Lexus implemented a whole brain branding strategy.

What Is Brain Branding?

Brain Branding combines two disciplines: brand strategy development and whole brain thinking.

Many people believe that developing a brand strategy means redesigning their logo and Web site marketing materials. Then, they develop a catchy slogan to drive their marketing messages. That's good, but it's not enough.

Your brand needs to tell a story about your product or service, and it needs to speak to all four parts of the

“Your brand needs to tell a story about your product or service, and it needs to speak to all four parts of the brain.”

brain. That is what differentiates it from other similar brands.

Your brand is your DNA. It forms the foundation for an enduring relationship with your clients, and answers their question: “What are you famous for?” The answer to that question is what people expect you to deliver. Think Oprah, Zig Ziglar, CPAE, and Lou Heckler, CSP, CPAE.

Engage Their Brains

Ned Herrmann’s Brain Dominance model demonstrates this concept clearly and simply. If you want to connect with more people, use the words, symbols and visuals from all four parts of the brain—that is, the parts that comprise everyone’s thinking style. The more engaged their brain is, the more likely it is that you will achieve your business goals.

The following quadrants form the core thinking style, based on Herrmann’s model:

Quadrant A: Analyze. This quadrant looks for facts, logic and data. It seeks information that will answer

“What?” and provides the rationale for listening, taking action or buying.

Example: Lexus, the No. 1 selling luxury car in the last decade.

Quadrant B: Organize. This quadrant wants details that are arranged in a systematic way (preferably linear and sequential). It also is concerned with reliability and history (what came before, what will come after). It looks for answers to “How?”

Example: Lexus, the best automotive repair record.

Quadrant C: Personalize: This quadrant searches for an emotional connection. As speakers, we use stories and anecdotes to cross the bridge to our audiences. The emotional component is a strong motivating factor, and it answers “Who?”

Example: Lexus, rated superior in customer service experience.

Quadrant D: Strategize. The fourth quadrant looks for the big picture, a vision of the future. It sets long-term goals, explores possibilities and develops strategies. It looks for the answer to “Why?”

Example: Lexus, the leader in innovative automotive engineering.

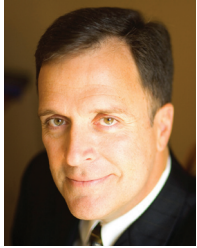
These four thinking styles ultimately provide the motivation that affects listening, understanding and decision making, and need to play a significant role in developing your own brand’s strategy.

Four Steps to an Effective Brand Strategy

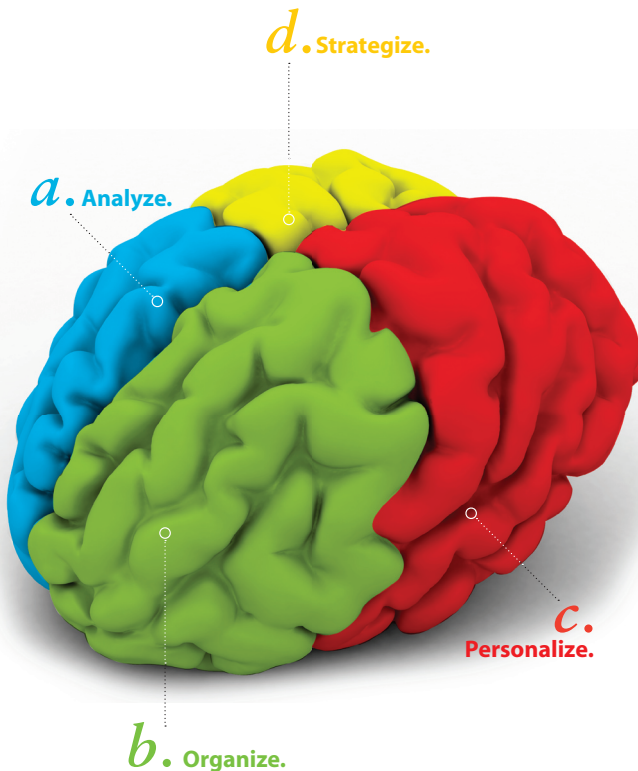
You can use this four-step approach to create a successful brand strategy. (A fifth step—innovation—comes later.) It’s not coincidental that these four steps mirror the four quadrants of the brain, the motivators that influence people to remember what you’re famous for and to select your brand.

- 1. Develop a vision: Strategize.** Your product or service must identify a need that isn’t being met, and how your brand satisfies that need comes from your vision. It’s here that many brands fail because they try to be like other successful brands on the market. To succeed, you must understand your brand’s unique reason for being, and then satisfy that unmet need for your clients and customers.
- 2. Research: Analyze.** It’s critical to amass all of the facts about your market, your clients, your staff, the competition and the current trends. What’s being done now? Who’s doing it? Who are the buyers? In short, you need to conduct thorough research before making the decisions necessary to creating a successful brand.
- 3. Create emotional value: Personalize.** Audiences want a relationship with you and your brand. If there is no emotional involvement, there is no connection to your brand. While people certainly consider cost as a motivating factor, it’s the emotional component that ultimately influences people and wins them over.

An Example of Effective Brain Branding



Past NSA President Mark Sanborn, CSP, CPAE, intuitively knows the importance of appealing to the brain's four thinking styles. He clearly demonstrates the "whole brain" concept through his work and his Web presence. This is how Brain Branding is reflected in Sanborn's branding strategy:



QUADRANT A: ANALYZE. ANSWERS "WHAT?"

Whether Sanborn is strengthening leaders or helping organizations increase sales, he provides the facts and logic that guide clients to set clear objectives and achieve projected outcomes. He works to attain bottom-line results. When you look at Sanborn's Web home page, you will see that the left-hand column contains brief, substantive facts about his background and business.

QUADRANT B: ORGANIZE. ANSWERS "HOW?"

Sanborn's presentations are carefully organized and planned. His speeches and training programs are structured to lead from point A to point B, and his Six Principles of Leadership offer a specific plan to becoming an effective leader. The information on his home page is displayed in three columns, providing sufficient detail without being overwhelming.

QUADRANT C: PERSONALIZE. ANSWERS "WHO?"

Sanborn's stories pack enough emotional content to make you feel as if you are experiencing them yourself. His book, *The Fred Factor*, weaves a remarkable story about passion, compassion and commitment. Sanborn's sense of humor helps audiences form an immediate relationship with him and his subject matter. Sanborn's Web site is personalized with vibrant photos, videos and book covers to add dimension to his brand.

QUADRANT D: STRATEGIZE. ANSWERS "WHY?"

Sanborn has a vision for his business and his audiences. When he served as president of NSA, he focused on the big picture and articulated that vision. He took members from being speakers with an area of expertise to experts who speak, enabling them to increase their value proposition. His book and Web site focus on ROI and long-range improvement.

4. Formulate an action plan: Organize.

Unfortunately, many speakers and entrepreneurs use this step as the starting point and skip the other steps (and quadrants), often with disappointing results. Why? Because the plan was not well organized, researched or integrated before it was rolled out into the marketplace.

The Bottom Line

Brain Branding works for every business. Whether you're a sole proprietor,

an entrepreneur or a larger company, using a whole brain approach to develop your brand strategy will motivate your existing clients to be more loyal and enable you to reach new clients who didn't fit into your target market. The bottom line? Increased profitability!

In merging the two disciplines of brand strategy development and whole brain thinking, a brand can be more successful and enduring, unlimited by type, market or scope.



Ken Banks, a branding and marketing expert, and Robyn Winters, a brain-based communication expert, have combined their more than

30 years of experience in developing Brain Branding™. They realized that this innovative combination would give brands more recognition and staying power, particularly for speakers and entrepreneurs. For additional information, visit www.brainbranding4.com; or e-mail them at info@brainbranding4.com.