

How **YOU** can
Outsmart and
Outperform your
competition and
win **MUCH** more
market share

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The challenge: **HYPER**-competition



Michel Fortin
PhD

Expert on competitive advantage in the era of hyper-competition

Every small-to-medium business is feeling the effects of fierce new competition...

- ▶ **Category killers** with massive advertising, buying power, visibility and brand strength.
- ▶ Aggressive **new owners** of industry leaders.
- ▶ New **start-ups** slashing prices to survive.
- ▶ **Traditional solutions** no longer work as well.
- ▶ **Technology and skills** are easily replicated.
- ▶ **Advertising** costs are up, results are down.
- ▶ **Market share** is constantly being **lost**.

The **critical clue**



Peter Drucker

World's foremost
authority on business
management

Business is nothing more than **innovation**
and **marketing**.

Everything else exists only to support these
two activities.

In the past 50 years, most real **business**
innovation has occurred in **marketing**.

The real **marketing innovation** has been
in **branding** strategy.

The importance of **branding**



Michael Porter

Professor
Harvard Business
School

In the 21st century, a company's **single most valuable asset** is its **intellectual property**, especially its **brands**.

Successful **brands** are now worth more than **all other assets combined** because they mean **higher market share**.

If you plan to **expand** or **sell** your business, **building your brand** and **market share** should be your **No. 1 priority**.

Established historical fact:



John Counsel

Lecturer, author,
columnist and
management
consultant

Small and medium
business branding
and market
communications
specialist

“In **tough times**, business owners who focus on **building their brands** invariably come through with **increased market share** and **higher profits**.”

John Counsel

Author of “**Don’t Go Into Small Business Until You Read This Book!**”
Australia’s fastest-selling small business book of the 1990s
Required reading at universities in six countries.

Author of “**SUCCESS in Small Business**”, the updated and expanded version of the book above. Now available as an eBook. [Click for information.](#)

Former lecturer in Marketing and Organisational Behaviour, Advertising, Visual Communications and Master of Business Administration.

What is branding?



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Branding is all about **emotional response**
— the **REAL reason** why people **buy**.

Branding is about **the consumer** seeing
you as **the ONLY solution** to their need
because they consider **you**...

- ▶ **SAFER for them** than your competitors.
- ▶ **EASIER for them** than your competitors.
- ▶ **BETTER for them** than your competitors.
- ▶ **SMARTER for them** than your competitors.

What's the **bottom line**?



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Our goal is to **boost YOUR bottom line**
by helping you to **SELL MORE...**

- ▶ to **more people**
- ▶ **more often**
- ▶ for **more profit**
- ▶ at **less cost**
- ▶ in **less time**
- ▶ with **less effort**
- ▶ and **less risk**

So what's branding **really** about?



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Branding is really a **powerful** form of

LEVERAGE

▶ It's about achieving **MORE** with **LESS**

[Click here to earn more about leverage in small business](#)

What is **market communications**?



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- ▶ **Market communications** is the **physical implementation** of your **branding** strategy.
- ▶ **Market communications** covers **every aspect** of communication between you and your target market.
- ▶ Its purpose is to create an **unbreakable emotional bond** between you and your **target market** so that **every** level of contact sells the **NEXT** level of contact.
(This is the little-known, mission-critical function.)

Market **communications**



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Market Communications includes

- ▶ Corporate identity
- ▶ Advertising and public relations
- ▶ Stationery and forms
- ▶ Collateral materials and sales aids
- ▶ Web presence, including web sites
- ▶ Publications
- ▶ Signage
- ▶ Packaging and product identification
- ▶ Vehicle livery, uniforms

Corporate **identity**



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Corporate identity applies to the **visual** aspects of **branding** and **market communications**. It includes:

- ▶ **Logotypes**
- ▶ Corporate **signatures**
- ▶ **Positioning statements** and slogans
- ▶ **Typefaces** and typestyles
- ▶ **Colour** schemes
- ▶ **Unified design** styles
- ▶ Corporate identity **manual**

Corporate identity **manual**



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Why does **your** business need its own
corporate identity manual?

- ▶ It **protects** and **enhances** your prime asset — **your brand**.
- ▶ It allows you to **control consistency and quality** from suppliers by specifying precise technical and design standards.
- ▶ It saves you **time, money, stress** and **lost opportunities**
- ▶ It makes results more **predictable**.

Effective Corporate identity



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An **effective** corporate identity program

- ▶ **Identifies your company** or business clearly, unmistakably and positively.
- ▶ **Creates “top of mind” recall** and **positive emotional response.**
- ▶ Conveys **who** you are, **what** you do and **how** you do it with no confusion.
- ▶ **Supports** and **strengthens** your overall **branding strategy.**

Here's what **you** need in **your** business



- ▶ **Branding and Market Communications** strategy document covering entire process, from first contact to the sale, then eliciting referrals and testimonials.
- ▶ **Corporate identity manual** including logo, company signature, typographic and colour specifications, letterhead and business card artwork, digital master files for printers, sign makers, etc.
- ▶ **Client communication system** including checklists, forms, brochures, showroom visit guidelines, etc.
- ▶ **Interactive web site** design or upgrade, plus hosting on reliable servers with full interactivity support.
- ▶ **Display ads** — professional display ads for press.

Exclusive intellectual property



- ▶ This concept is based on proprietary intellectual property **exclusive** to **The Profit Clinic**.
- ▶ Others may copy our **tools**, but they're effectively **useless** without the **Fourth Generation Selling**[®] **principles** and **strategies** needed to power them.

Why do we **package** this concept?



In a word, **LEVERAGE**... achieving **MORE** for **LESS**.

- ▶ In **manufacturing**, savings are achieved through **systems development, production efficiencies** and **economies of scale**, which **reduce costs** and **improve productivity**.
- ▶ In our **integrated branding package**, savings come from the **integration** and **synergy** made possible when all components are created **at the same time**, allowing us to **systematise the processes** involved, **reduce the time** required, **eliminate duplication** and **improve productivity**.

Production schedule



Completion is normally within **two calendar months**, subject to variation based on availability of required information, photography, approvals by client or similar potential delays, including our own workload at the time.

Good communication is a key factor in timely and successful completion.

Work commences on completion of a **Letter of Agreement** that spells out the work to be done and the terms and conditions applicable.

What **next?**



This is obviously only an **overview** of what we propose.

The next step would be for us to meet online for a detailed briefing, then for us to send you a detailed **Statement of Work**, a written **Quotation** and a copy of our standard **Letter of Agreement**.

If you'd like to take things to the **next stage**, please let me know. Contact details are on the next page.

Thank you for your time and attention.

Contact information



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