

PLANNING



BRAND

PRODUCT

CHANNEL

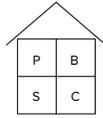
SALES



Brand Choices =
Personal Brand



Brand Ladder =
Push to Pull



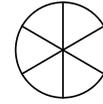
Portfolio Matrix =
Brand equity not marketing



Product Pyramid =
1 Product (Core)
move to B2P



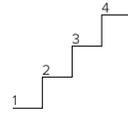
Channel Matrix =
Resource Allocation:
Time & Money



Channel Dial =
From 1 Channel at a time
to 6 Channels



Sales Matrix =
Business Model:
Position in 4 areas



Sales Campaigns =
Sales Led to Brand Led

21st century
mindset shift:

MINDSET
Unlearning

**PLANNING &
COMMS**

ACTIVATION



	BRAND		PRODUCT		CHANNEL		SALES	
	Brand Choices = Personal Brand	Brand Ladder = Push to Pull	Portfolio Matrix = Brand equity not marketing	Product Pyramid = 1 Product (Core) move to B2P	Channel Matrix = Resource Allocation: Time & Money	Channel Dial = From 1 Channel at a time to 6 Channels	Sales Matrix = Business Model: Position in 4 areas	Sales Campaigns = Sales Led to Brand Led
	<p>People brands and business brands.</p> <p>There's a business decision around building your business around whether it was an industry brand a celebrity brand an advocacy brand or a guru brand.</p> <p>Have you built personal brand and linked to company brand?</p>	<p>Push versus Pull business model.</p> <p>Move people up to a Pull business model and start at the top of the ladder at Who and Purpose rather than a Push model starting at the bottom at the product land benefits rungs of the ladder.</p> <p>Have you shifted your business over from Push to Pull?</p>	<p>Brand is not marketing, its not a cost. Its long term equity. Most businesses will build their business for STI and LTE to sell one day. The switchover mindset is to look at your business from a LTI and STE perspective.</p> <p>Have you shifted your mindset to Brand is not a marketing cost?</p>	<p>One product into one channel. What a lot of the market will do is just sell their core product and put it into one channel and typically from a B2B or a B2C perspective. The shift is to an integrated revenue system into A and L and driving into Core. We call that B2P.</p> <p>Have you shifted out of one product and one channel and to B2P?</p>	<p>Push versus Pull Online and Offline. Most resources are allocated in Push, on and offline. The relearning is the move to pull and reallocating resources into core offline as well as online. Its about where you are spending the money as well as your time.</p> <p>Have you reallocated your resources of time and money?</p>	<p>You have more than one channel to market.</p> <p>Most people only use one channel and one at a time. When you are a purpose led and brand led business it means you can open up all six channels because you have a way to communicate across all six.</p> <p>Are you using more than one channel at a time now?</p>	<p>People position themselves in one box. We teach people to pull up to the market bring another product or pricing above you and pull down to the market to create diffusion volume in the market. The key is positioning to be able to pull up and down.</p> <p>Have you realigned the business model and positioned your brand in teh market to be able to pull up and pull down.</p>	<p>Move from Sales led to Brand led campaigning to keep the spikes in revenue and avoid the dips. Maintain your campaign as you deliver on opportunities and build to the next campaign. Its less expensive and less exhausting.</p> <p>Have you switched out of sales led campaigning to brand led campaigning?</p>

21st century mindset shift:

MINDSET
Unlearning

PLANNING & COMMS

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