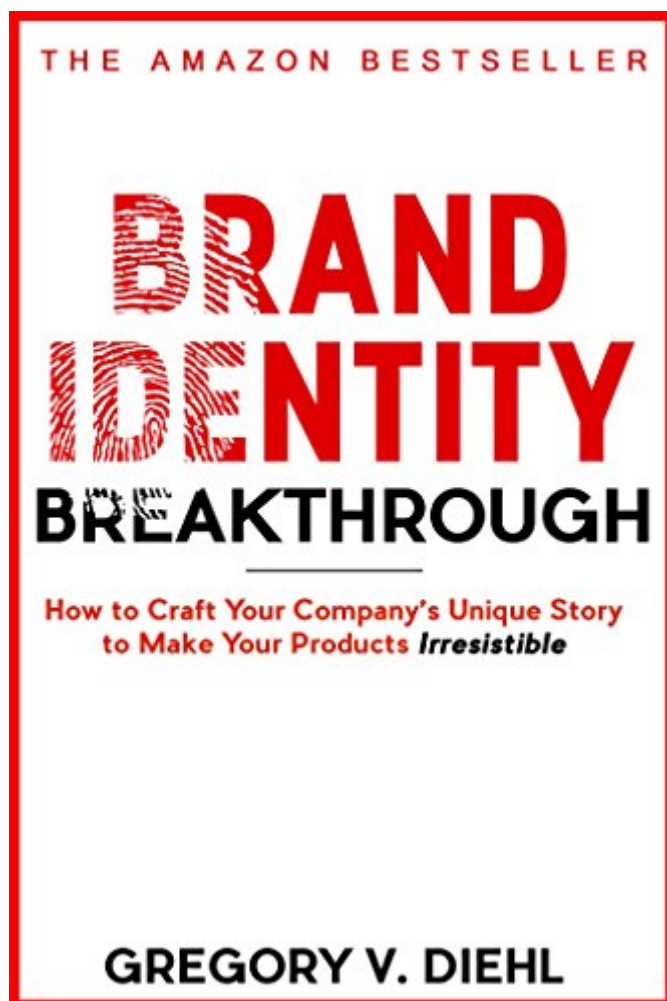


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# Brand Identity Breakthrough: How To Craft Your Company's Unique Story To Make Your Products Irresistible



## Synopsis

#1 Bestseller in Public Relations and Sales & Selling for Small Business Does your business have a story to tell? It should! Every new product can be unique in its industry. Does your brand identity stand out from the crowd? After a life of exploring the way people exchange value in over 40 countries, Diehl teaches small business owners how to have conversations about brand identity and business storytelling. In *Brand Identity Breakthrough*, you will learn how to develop a strong brand identity by combining your personality and values with the functionality of your products, to become irreplaceable with your branding. Whether you lead a growing company, or are just starting a business, *Brand Identity Breakthrough* will give you a smarter way to think about product development flow, brand mapping strategy and branding, and business model generation. With undeniable, well-organized logic, it will show you how anyone can sell more, and at higher prices, so long as they give customers exactly what they want with business storytelling.

- Learn how to incorporate a unique selling proposition into your branding.
- Learn the best methods for how to sell a product to customers as a small business.
- Learn how to use business storytelling to sell products in both physical and online marketplaces.

### Table of Contents

#### Section I: Why Identity Matters

This section will help you learn to see your own value, your small business, and your products or services from the perspective of your target audience. If you can train yourself to think like your target audience, you can get a much better idea of what unique selling proposition you should be focused on creating.

- Chapter 1: Can You Tell a Good Story? (The Importance of Business Storytelling)
- Chapter 2: When Good Ideas Fail
- Chapter 3: Why Entrepreneurs Fail to See Their Own Value
- Chapter 4: Why Others Fail to See Your Value

#### Section II: Creating Your Brand Identity

We don't always know what makes our own ideas valuable. Failed entrepreneurs are often very close to getting the results they want with their branding. In being so close to your own small business, you forget what things look like to an outsider. Time to move beyond functional descriptions of your small business, and focus on profound change in your brand mapping strategy.

- Chapter 5: Uncovering Your Core Values
- Chapter 6: Developing a Unique Selling Proposition
- Chapter 7: Crafting Your Personality Profile
- Chapter 8: Knowing Your Target Audience

#### Section III: Telling Your Story to the World

Communication is happening in every shared moment with your brand identity. This is why sales and selling are so important. There are so many other things we take for granted about our branding and sales strategy. You will gain access to a wide new world of opportunities if you know how to talk in a way that makes others want to listen.

- Chapter 9: How to Sell Who You Are (Your Brand Identity as a Sales Pitch)
- Chapter 10: How to Speak with Clarity, Authority, & Authenticity
- Chapter 11: How to Display Your Character Through

WritingChapter 12: How to Educate Your Audience About Your Brand IdentitySection IV: Brand Identity Case StudiesCase Study #1: From Consultant to Concierge with Productized ServicesCase Study #2: Pre-Seeding a Two-Sided Marketplace for LaunchCase Study #3: Turning a Charitable Project into a Profitable MovementCase Study #4: Skyrocketing a Personal Brand through Narrative FocusCase Study #5: Embracing Personality in a Technical NicheSection V: Resources for Prospective EntrepreneursAppendix 1: Entrepreneurial Terms DefinedAppendix 2: 50 Useful Starting Questions for New EntrepreneursAppendix 3: Making Money Online

## **Book Information**

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## **Customer Reviews**

The title of this book is a misnomer. There is no "breakthrough" to be found here. Everything the book covers are basic, tried and true tenants of marketing and sales development that have been codified and refined over decades and, in some cases, generations. The important marketing building blocks of Positioning, Differentiation, Targeting, Personas, and so on are covered, but not in great depth. For instance, in 1981, Al Ries wrote the seminal marketing book: "Positioning - The Battle for Your Mind", which is a nearly 500 page study of just this one concept. In Mr. Diehl's book

it's covered in a few pages. However, it is covered quite well. In some cases Mr. Diehl makes simply uninformed statements. For instance on page 76 he talks of a "New phenomenon in marketing called Education Marketing". In fact, companies like John Deere and DeBeers Diamond were doing education marketing 100 years ago. Before the advent of radio advertising most companies utilized long form education marketing because there were not the time constraints of the 30-second broadcast ad. In the last 10 years, education marketing has come back into vogue because people have become so numbed by the overwhelming onslaught of short form advertising they are subjected to, they simply tune it out. "Content Marketing", which is simply old-school education marketing, is the new marketing buzz-word. Mr. Diehl's book ranges far-a-field and sometimes seems to lack focus. It covers multiple subjects in marketing and sales and even touches on subjects like executive presence and the importance of a good phone voice. This is not a fault, as I believe the author is just excited to give his audience all the important information he can, but it is a distraction.

Mr. Diehl's Table of Contents is quite intriguing. The topics made me hearken back to studying marketing & public relations a couple years back, plus two authors' and their books on marketing, Peter Guber: Tell to Win and Joe Vitale: Hypnotic Writing. Public Relations and Marketing dwells on the development of your brand identity and unique selling proposition to be heard above the noise in the marketplace, but unlike school that grazes over the challenges and the implementation, Mr. Diehl's book gives you step-by-step analysis to put into practice. Mr. Diehl reminds us that we, as entrepreneurs must be adaptable to survive. He further reminds us by using a saying I like that unless you are growing you are dying (or as I say going backwards-which is definitely another form of dying). Many of the larger companies that thought they were too big to have to be adaptable are no longer in existence or are dying. Think Blockbuster in recent past, especially when Netflix came along and now slowly Kodak, because of the digital explosion. What does this have to do with Mr. Diehl's book and brand identity for you, you ask. Think of brand identity as one of the biggest and most useful of tools in your entrepreneurial tool chest (Maybe pliers.) and you will use it more often, rather than creating it, putting on a shelf and massaging it from time to time. First of all Mr. Diehl gives you three questions to ask yourself, (the CEO/Founder) of the company and then the subsequent staff or partners to get down to the nuts and bolts of not just why the business was created and why will the targeted audience desire to use the product or service. Mr. Diehl emphasizes that our businesses must be viewed from it specific niche audiences' point-of-view.

Can you be trusted? Can you trust the person you are doing business with? Gregory V. Diehl, in his excellent *Brand Identity Breakthrough*, emphasizes the role of trust and integrity in allowing businesses to succeed. Commerce involves an exchange of things or services of value, and if either side is cheating, the other goes home hurt. Sometimes the exchanges are not simultaneous, and one trusts while waiting. We pay my wife's nurses the week before they work. If something happened to me, I'd want them to be sure to get paid while things were sorted out. In most jobs, workers do the work, and trust their employers to pay them after. Sometimes the trust revolves around quality. When we buy something, we rely on the seller to have provided what was promised and not to have covered up hidden defects. Diehl's highly informative book is divided into five sections, with twelve chapters, five case studies, and three appendices—a wealth of material. The section titles are below, with my comments following them and with Diehl's words in quotation marks:

I. Why Identity Matters In a country of over 300 million people, we have lots of choices with whom to do business. We have to identify those who have something we want and can be trusted to deal with us fairly. We have to make ourselves stand out from the others who seem much like us, if we are to get the deal. We have quality, price, reputation, convenience, appearance, and many other elements to use to create our "brand," the shorthand mental description of how our potential customers see us. Diehl urges the entrepreneur to ask repeatedly, "How do I create value today?" Not, "How can I get them to buy today?" Creating value should precede exchange.

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