



## Module #3

### What's the story?

This masterclass is designed to help you crystallize, clarify, simplify and re-energize your brand. It could save you many months of frustration, lost opportunities and costly setbacks.

**In 7 powerful steps you will learn why:**

What you say

How you say it and

Who you're saying it to will make or break your brand.

**The masterclass includes** one private one-on-one video call via Skype (approx 1 hour in length).



**Everyone loves a good story** I know I do.

Research has shown that our brains become more active when we engage in a captivating story. The power of a good story cannot be overstated and a great brand story is no different.

Marketing tricks come and go but a powerful brand story grows and matures in the mind of the customer. The 'story' is one of the most important elements of any successful brand.

**What** you say,

**And How** you say it

"Marketing your business is no longer about the stuff you make, but about the stories you tell"

Without a brand your business is nothing more than a commodity. Without a story your brand has no focus.

**The best brands are built on great stories.**

**The best stories are designed to get the audience to care.**

**The best stories empower and motivate audiences.**



## How do you create your brand story?

**Create an emotion** - Positive emotion creates a potentially powerful connection between customer and brand.

Don't tell them what it does – tell them how it will make them feel.

After all, consumers are inspired by having 5,000 songs in their pockets; not by having a gigabyte of memory in their iPods. People are inspired by ideas and stories, product spec and spreadsheets.

### Pasta!

I read a great book recently called 'Predictably Irrational' and in it the author describes as an example how our enjoyment of a meal is influenced by our prior expectations of it.

Imagine that you are sitting in a chic Italian restaurant and the menu of the day contains two choices: the first is described simple as 'Vegetable Pasta' and the second is described as 'Homemade organic Tuscan pasta tossed in a rich Devonshire butter sauce with garlic and garden herbs served with fresh, seasonal vegetables'.

Which choice would you opt for?

According to the author his experiment also showed that people who choose the more descriptive option enjoy their meal more than people who choose the less-descriptive option, even though both options are exactly the same meal.

In another great book called 'The flipside' the author describes the 'Starbuck' approach to coffee.



He asks which coffee would you buy – a cup of 'Asian coffee' or a 'full bodied blend of Indonesian coffees, with a smooth, deep, spicy flavour and herbal undertones'? Serve the second in an attractive cup and it's a winner.

## The tagline

The tagline or slogan is an extremely powerful 'brand hook'.

Done well it supports the logo, creates an emotional connection and helps position the brand.

Taglines that encompass the brands "why" as it is often called — articulate the brands purpose and passion

For example, take Apple's "Think Different" or Intel's "Sponsors of Tomorrow"; these taglines articulate their brands "why", getting consumers to care about and signup to their brand story.

**Remember:** Simple and memorable always works best.

With just a few words, a tagline must be understandable, build trust, or incite to buy. Its sole purpose is to plant a positive 'brand seed' in the mind of the consumer/follower/fan.

### What is it?

It's essentially a catchphrase consisting of a 3 to 5 words that when combined speak for the brand. Think of it like a mini manifesto, 'a power thought'.

To be a great slogan it should be short, memorable, include a key benefit, differentiate the brand and create a positive emotion.



The best taglines are always short and positive. Great examples of this include:

- **Nike:** Just do it

Combined with the powerful imagery Nike use in the advertising it inspires the consumer to get out there and 'just do it' and Break free. All it takes is a pair of running shoes.

- **L'Oreal:** Because you're worth it

This amazingly simple but powerful slogan is as fresh to day as it was when it was first coined back in 1971. The words transcend the product itself and become "... a celebration of self-esteem and confidence and what we think beauty is," Cyril Chapuy.

- **McDonald's:** "I'm Lovin' It"

If you a little cynical like me this advert is a clever side stepping of whether the product is good for you or not. Instead it concentrates on the taste.

- **Dollar Shave Club:** "Shave Time. Shave Money."

You have to agree this is an amazing slogan. It's short, it's catchy, it's funny, it's memorable and it describes perfectly the key benefits of time and money. What more could you ask for from a slogan?

- **WhinnyPoo:** "Nurture, nature, naturally."

Just to finish off I had to include one of my own. WhinnyPoo is a new busaienss we developed last summer and the slogan is Nurture nature naturally. The product is a natural soil conditioner made from our own family horse poo.

The combination of name and slogan hint at both the product and its natural benefits wrapped in a touch of humour.



## How to write your tagline

The key to the perfect tagline is:

1. It must be memorable
2. It should include (if possible) a key benefit
3. It should differentiate the brand
4. It should (if possible) create a positive emotion



## Q1. Write down 3 potential taglines for your brand

(Maximum 5 words, 3 at best)

1:

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2:

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3:

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## One message

Your brand can be a powerful voice in the environment in which it operates. Use that voice for good and you create a brand people won't ignore for long.

- **Have one message**

The temptation is swamp your customer with messages about your product and you, how good it is, how good you are, why you made it and how your trying to change the world.

We assume the customer will understand everything instantly. We assume they know what we know. We assume they will realise how sincere we are and how passionate we are.

**They won't!**

- **Don't confuse your audience**

Surprisingly most customers don't know what they want. They may have a vague idea but they need help.

- **Don't sell – inspire**

Everywhere we turn someone is trying to sell something to us. Few are trying to inspire us.

Brands that inspire us don't need to sell us we willingly follow.

Entrepreneurs often cite passion as a prerequisite for success but passion is also a great influencer. True passion is contagious, it inspires and it motivates others as well as us.





- **Mind your language**

The most successful brands use inclusive language that is consistent, transparent and human.