



CAPTURE THE MINDSHARE AND THE MARKET SHARE WILL FOLLOW

5 Strategies for Creating a Mindshare Brand

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A BRAND IS...

A name, term, sign, symbol that identifies goods and services and differentiates them from other sellers...

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A MINDSHARE BRAND...

- Is a brand that delivers so much authentic value that it captures the heads and hearts of its customers and keeps 'em coming back!

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5 STRATEGIES FOR CREATING A MINDSHARE BRAND

#1 Live & breathe your brand.

#2 Stand out from the herd.

#3 Craft a “sticky” message.

#4 Blast your brand.

#5 Expand your brand.

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"BEST OF" BRANDS

- When it absolutely, positively has to be there overnight.
- A diamond is forever.
- That was easy.
- Fanatical support



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are needed to see this picture.

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BRAND BUSTS



New Coke

Not the “Real Thing”



Fashion Cafe

Not Your Model Brand

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AND MORE...



Gerber Singles

Yuck!



Juan Valdez

Needs a facelift



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AUTHENTIC BRANDS...

- Deliver a message
- Confirm credibility
- Connect emotionally
- Motivate the buyer
- Create consumer habits

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#1: LIVE AND BREATHE YOUR BRAND

- **What is your core business purpose?**
- **What are your values, beliefs and passions?**
- **How are you perceived by others?**

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#2: STAND OUT FROM THE HERD

- **How do you reach your ideal customer?**
- **Who are your primary competitors?**
- **What do you offer that they don't?**

#3: CRAFT A 'STICKY' MESSAGE

- **How do you articulate your differentiator?**
- **Can you “spin” your liabilities as assets?**
- **What’s your “elevator” message?**
- **Does your website fit your brand?**

WEBSITE MUST-HAVES

- **Clarity of message**
- **Visual appeal**
- **Call to action**

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BEFORE...



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BUSINESS COACH - BRAND STRATEGIST - BESTSELLING AUTHOR

Get a chapter from Libby's new book **YOU UNSTUCK** and receive our newsletter. Sign up here!

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2 "Deep Dive Telecourses" Starting in April!

Capture the Mindshare: Branding & Building Your Business

In tough economic times, it's critical that your brand message is so powerful that it cuts through the clutter. But brand breakthroughs don't have to break the bank! As former head of PR for Universal, Sony and Turner Broadcasting – and the PR/branding brain behind the launch of the Dr. Phil Show – Libby knows how to help you capture the mindshare of your customers and clients so the market share will follow.

April 8 class is closed. New class starts May 12 at 5:00 PST/8:00 PM EST

[Click here to register!](#)

Accountability Coaching to Reach Your Goal in Just One Month

Whether you want to write a book, start your own business, get on a fitness program, this telecourse will give you tools to **CLARIFY YOUR VISION, SIMPLIFY YOUR MISSION & EXECUTE YOUR PLAN**. I'll hold you accountable every step of the way. What have you got to lose?

Next class starts April 16th at 5:00 PM PST/8:00 PM EST

[Click here to register!](#)

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Coaching YOU to brand & build your business

When you capture the MINDSHARE of your clients and customers, the market share will follow. But how do you capture the heads and hearts of your customers when there's so much competition?

Stick around, try our mindshare tools and let me coach you to success!



Get a Chapter of
"You Unstuck"



Play Welcome
Video

*"Libby is one of
those people who
gets it." - Dr. Phil*



GROUP COACHING

Deep Dive telecourses offer small group interactive coaching.

INDIVIDUAL COACHING

Libby's intensive one-on-one coaching puts you on the fast track to success.

CONSULTING

Libby consults on brand strategy, peak performance and productivity.

YOUR NEXT STEP

Contact us to schedule your complimentary consultation today.

#4: BROADCAST YOUR BRAND

- Use the media but don't let them use you
- Put social networking tools to work
- Recruit "Brand Evangelists"

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#5: EXPAND YOUR BRAND

- **Are you practicing kaizen?**
- **Do you know how your customers' needs will change in 1-3 years?**
- **How will you address those needs?**

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inspiring excellence in the workplace

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Thank You!

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