

Stand Out

Get bigger, better
results from your marketing.

DALTON BRAND CATALYST

Toolkit v3.1

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Thank you for attending a Dalton Brand Catalyst speech or workshop, or for reading my book! This toolkit includes instructions to help you conduct four Brainstorm Sessions, an Interview Survey and a sample Communications Guide outlined during my presentation or in my book.

To get the most from Brainstorm Sessions 1, 2 and 3, form a Branding Advisory Committee of 10-12 leaders or stakeholders from your organization. (Invite outside, trusted professionals if you don't have 10-12 leaders/stakeholders in your organization.) Explain that you value their perspective and that their participation will be needed for 1 to 2 1/2 hours per week for three weeks.

BRAINSTORM SESSION ONE: PART 1—AGREE ON YOUR WISHES

OBJECTIVE: To explore, debate and reach a consensus on your marketing goals for the next 12 months. Break into smaller groups to brainstorm if you wish. Use the thought-starters below to kick off your session. Shoot for five or six Wishes to consider, ultimately selecting up to three to pursue. Estimated brainstorm time: Individual or small group— 30 minutes. Large group discussion—45-60 minutes.



"I WISH, IN THE NEXT 12 MONTHS, OUR MARKETING WOULD..."



HELP US GENERATE LEADS,
DISCONTINUE DISCOUNTING,
CLOSE MORE SALES



HELP US SUCCESSFULLY
LAUNCH OUR NEW PRODUCT
LINE



HELP US CONVERT THE
PROFESSIONALS WE TRAIN
INTO LIFE-LONG CUSTOMERS



HELP US ATTRACT A
YOUNGER (OR OTHER
SEGMENT) AUDIENCE



HELP US STRENGTHEN THE
BOND BETWEEN OUR BRAND
AND OUR CUSTOMERS



START THINKING!

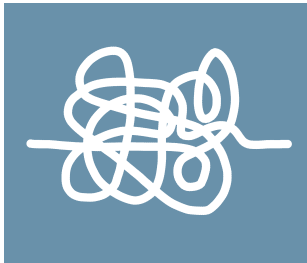
WRITE YOUR WISHES HERE

BRAINSTORM SESSION ONE: PART 2—AGREE ON YOUR OBSTACLES

OBJECTIVE: To explore, debate and reach a consensus on the obstacles that have, or may prevent your organization from achieving the items on your marketing wish list. Break into smaller groups to brainstorm if you wish. Shoot for five or six barriers to consider, ultimately selecting up to three your organization can commit to overcome. Use the thought starters below to get the conversation rolling. Estimated brainstorm time: Individual or small group— 45 minutes. Large group discussion— 60 minutes.



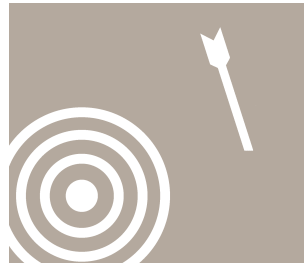
"THE BARRIERS THAT PREVENT US FROM ACHIEVING OUR MARKETING WISHES ARE..."



LACK OF CLARITY. IF I ASK 10 PEOPLE WHAT OUR BRAND STANDS FOR I GET 10 DIFFERENT ANSWERS.



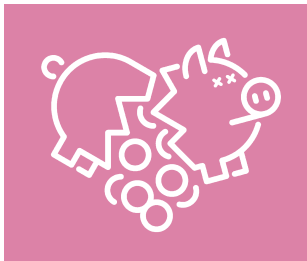
LACK OF ALIGNMENT AND CONSENSUS AMONG OUR DECISION MAKERS.



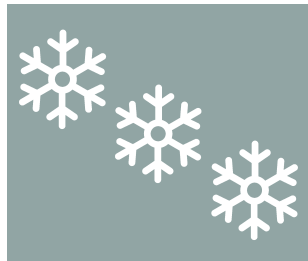
LACK OF RELEVANCE. WE USED TO MATTER BUT SOMEHOW WE LOST OUR WAY.



WE'RE UNSURE HOW TO BUILD AN EMOTIONAL CONNECTION BETWEEN BRAND AND CUSTOMER.



LACK OF RESOURCES... HUMAN, TIME, MONEY.



WE ARE COMPARABLE TO OUR COMPETITORS...NO SIGNIFICANT POINT OF DIFFERENCE.



WE ARE UNABLE OR DON'T TAKE THE TIME TO BUILD AND FOLLOW A MARKETING STRATEGY.



START THINKING!

WRITE YOUR BARRIERS HERE

BRAINSTORM SESSION TWO: STAND OUT WITH CLARITY

OBJECTIVE: In a word— clarity. Help your prospects understand exactly what your organization does. Help them see how your brand does it better than your competitors. And help them understand how your brand and your solutions matter to your customers, your industry and the world at large. After brainstorming is complete, ask participants to circle their best contributions. Take turns reading them aloud. Discuss and select the best statements. “Star” the ideas that create the most excitement. Estimated brainstorming time: “What we do” — 5-10 minutes. “How we do it better” — 30 minutes, “Why we matter” — 30 minutes. Group discussion of top ideas— 30-60 minutes.



What
we do

Ask each of your Branding Advisory Committee participants to craft one simple statement describing what your company or organizations does.



How
we do it
better

Ask each of your Branding Advisory Committee participants to generate a list of ways your company or organizations does it better.



Why we
matter

Ask each of your Branding Advisory Committee participants to generate ways your brand matters— to your customers, to your industry, to the world.

BRAINSTORM SESSION THREE: STAND OUT WITH EMPATHY

OBJECTIVE: Help your prospects personally identify with your brand, your offerings and your solutions. After brainstorming is complete, ask participants to circle their best contributions. Read aloud, discuss and select the best statements. Estimated brainstorming time: “This was my life” – 15 minutes. “Then something happened (possible trigger events)” – 20 minutes, “This is my new life” – 30 minutes. Group discussion of top ideas— 30-60 minutes.

This was
my life
(prospect)

This was my life, e.g., never enough time or resources to do the job right, inadequate solutions, poor product performance, etc., *and* how the situation makes your prospects feel. Ask each of your Branding Advisory Committee participants to identify these to the best of their abilities.

Then
something
happened

Ask each of your Branding Advisory Committee participants to generate a list of possible trigger events that may incite prospects to pay attention to your brand.

This is
my new
life
(customer)

Ask each of your Branding Advisory Committee participants to generate ways your brand matters— to your customers, to your industry, to the world.

BRAINSTORM SESSION FOUR: MAKE YOUR BRAND PROMISE AND PILLARS COME TO LIFE

OBJECTIVE: Create Standout Moments for your prospects and customers. Help all employees learn how to actively implement and demonstrate your organization's most amazing attributes. (Standout MOMENTS are typically far more impactful than Standout MESSAGES.) Customers *experience* what makes your brand special, unique and preferred.

Brainstorm Sessions 1, 2 and 3 involved your Branding Advisory Committee. Brainstorm Session 4 is a company-wide (or as deep as you feel you can take it) exercise. It's up to you condense your Brand Promise and each of your three Support Pillars to its essence; down to a word or short phrase. For instance, if your Brand Promise is, "Our exhaust-less generators keep construction workers safe on the jobsite," boil it down to the word, "Safety." Do the same for each Pillar.

Let's say you have 40 employees. Break them into four cohorts of 10 employees so they can brainstorm how to turn these important aspects of your brand into Standout Moments. If possible, each cohort should be made up of employees from multiple areas of the business, so HR, manufacturing, accounts payable and your receptionist might be in one cohort. Then assign each cohort a Promise or Pillar. Each cohort should assign a scribe to record the ideas and report the best ones to the larger group later. After the cohort brainstorm session, reconvene the larger group and ask each scribe to read their cohort's top three ideas aloud. Write them down on a large white board. Talk about them and "star" the ones that evoke excitement and possibilities. Collect all of the ideas for future consideration. Estimated time: Cohort Brainstorm— 45 minutes. Large group discussion— 90 minutes. **EXAMPLE: EASE AND SPEED.**

PROMISE: SAFE

1) INNOVATION

2) EASE & SPEED

3) PREMIUM

SAMPLE IDEAS:

(HR) "Let's tell prospective employees if they've passed the first interview, right on the spot."

(ENGINEER) "Since no tools are required to install our blades, let's send new customers a tool box...full of snacks."

EASE & SPEED

(IT) "We could send a text alert an hour before materials arrive on the jobsite."

(SALES) "Let's have attendees compete to install our blades fastest at our trade show booth."

(MARKETING) We could install a clock that indicates how many blades could have been installed throughout the duration of the website visit."

COMMUNICATIONS GUIDE (TEMPLATE)

The Brand Promise is an outward-facing, compelling prospect/customer solution.

The three Support Pillars are the “reasons why” your brand can expertly and uniquely live up to the Brand Promise.

Talking points are granular details and proof regarding each Pillar.

This is how you want your prospect to feel the moment they become your customer

Brand Promise

Support Pillar 1

- Talking point
- Talking point
- Talking point
- Talking point

Support Pillar 2

- Talking point
- Talking point
- Talking point
- Talking point

Support Pillar 3

- Talking point
- Talking point
- Talking point
- Talking point

Hero Statement

COMMUNICATIONS GUIDE (SAMPLE)

Now, the likelihood of an accident caused by bad weather is reduced 27%.

Waterblade innovation removes more water, faster

- Duo blades remove more water, faster
- Proprietary rubber compound means no streaking

Quick change adaptors fit all trucks

- Average change out time: 3 minutes
- No tools required
- Fits all makes/models
- Online tutorials

Endorsed by major delivery companies

- Exclusively used by 6 of the 7 largest services
- Endorsed by FedEx, UPS and USPS
- Insurance discounts for most trucking companies

“I feel CARING because I keep my drivers safe with ABC wiper blades.”

NAME _____

How long have you had a relationship with (company)?

What are 2-3 key words that describe (company)?

What 2-3 things does (company) do well? -or- What problem does (company) solve?

What is the best kept secret about (company)? (Something you might not know about until you have an interaction.)

What's unique about (company) or its offerings?

What could (company) do differently or better?

(FOR INTERNAL STAKEHOLDERS) What could (company) do differently or better relative to marketing?

Is there anything the competition does that you wish (company) could do?

What do you feel are the reasons (company) employees show up for work other than a paycheck?

Has anything in the changed recently that might cause someone to consider switching to (company)?

What's the best part of your job?

What's your least favorite part of your job?

If I handed you a megaphone and asked you to make one bold statement about why a prospect (or the world) should pay attention to (company), what would that be?

Dalton Brand Catalyst is 100% dedicated to the success of the companies and organizations we serve. My advisory team and I hope your experience is transformational, empowering and profitable. There are four ways we help brands become Standout brands and create Standout marketing.



STANDOUT — Rob Dalton's 45-60 minute keynote is packed with value, inspiring stories and game-changing guidance.



MINI-MIGHTY BRANDING WORKSHOP — a 2 1/2 hour in-person, guided branding session. Rob works with your small group, with a focus on your particular goals.



BRAND CATALYST— This comprehensive, customized, 35-day Branding and Messaging Platform Program is our most popular offering. Rob and his team do the work for you with minimal time required from you or your internal stakeholders. This program includes a 1/2 day Branding Workshop.



POWER UP YOUR B2B BRANDING is Rob's debut book. This DIY guide covers the stuff that will transform your B2B brand and drive business! Available at amazon.com and pretty much all other online book retailers.

To book a speech, purchase a workshop or Brand Catalyst program, or ask a question, please contact Rob Dalton at rob@daltonbrandcatalyst.com or 612-247-1516. **DALTONBRANDCATALYST.COM**



*Rob Dalton—CEO and
Brand Therapist*

Rob Dalton built a world-wide reputation for creating breakthrough campaigns for blue chip brands including FedEx, Target, 3M, FICO, Boston Scientific, The Wall Street Journal, as well as challenger brands such as AmericInn, Udonor, Dunn Bros Coffee, Timex and more. Today, Rob applies his creative expertise and collaborative demeanor to help marketers leapfrog over their competitors.

"A boost of branding confidence. Pure goodness!"
—Paul Batz

"Rob covers the art of marketing; captivating customers and building emotional bonds."
—Skip Zetzman

"I applied the workshop techniques for one of my clients. Not only was it easy and intuitive, the client LOVED it!"
—Marianne Hohe