WHY PEOPLE AREN'T LOYAL TO YOUR BRAND & WHAT TO DO ABOUT IT.

Skot Waldron

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GOAL

IN THIS TRAINING, YOU'LL LEARN...

About the intersection of internal and external brand building.

The steps you need to take to build more trust and loyalty.

First steps to building a solid brand.

WHY SKOT?

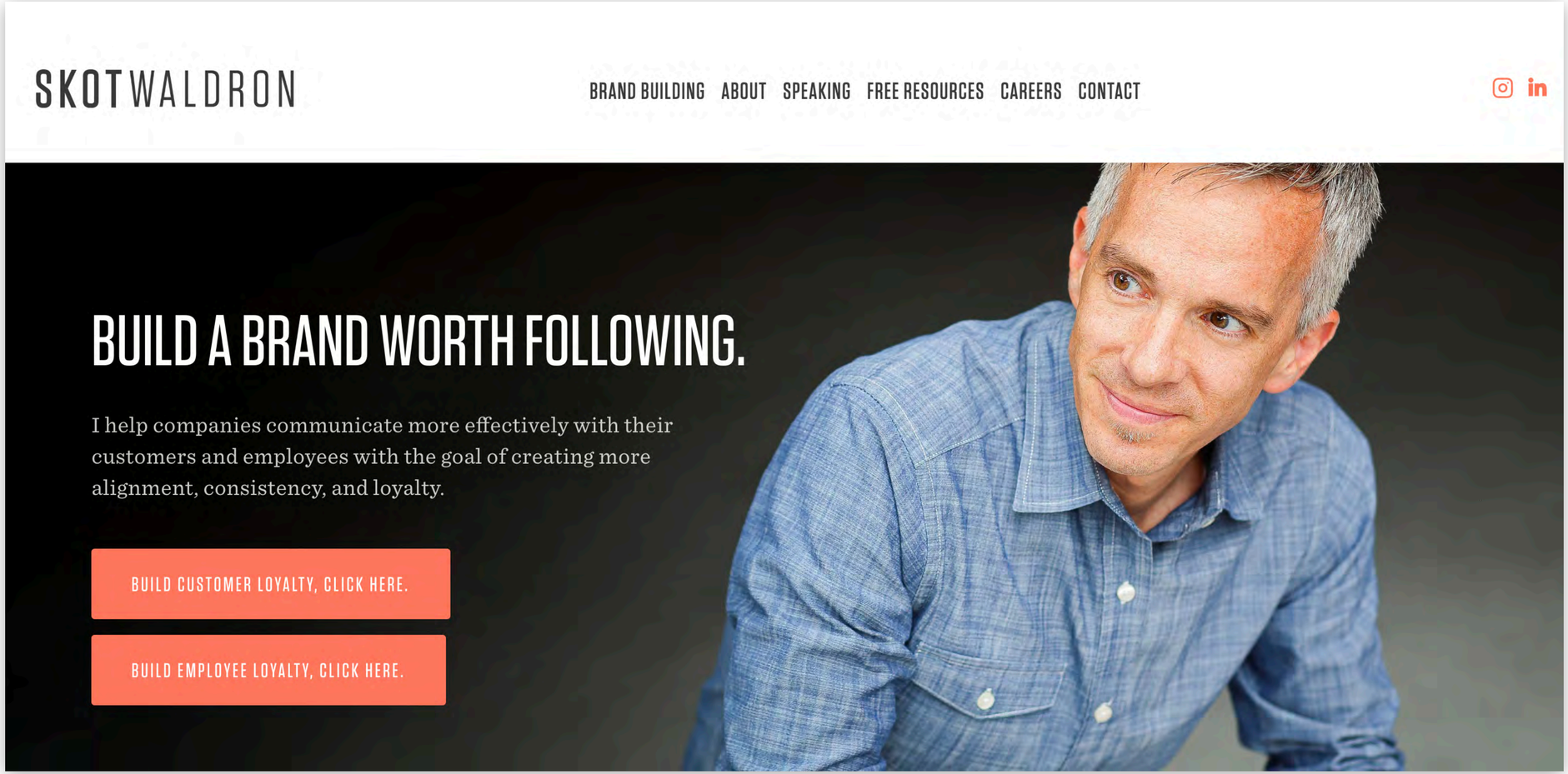
ME.

18 Years

Speaker

Teacher

100+ Client



IG: @skotwaldron

LI: skotwaldron

FIRST THINGS FIRST

BRAND

what people say about you
when you aren’t around

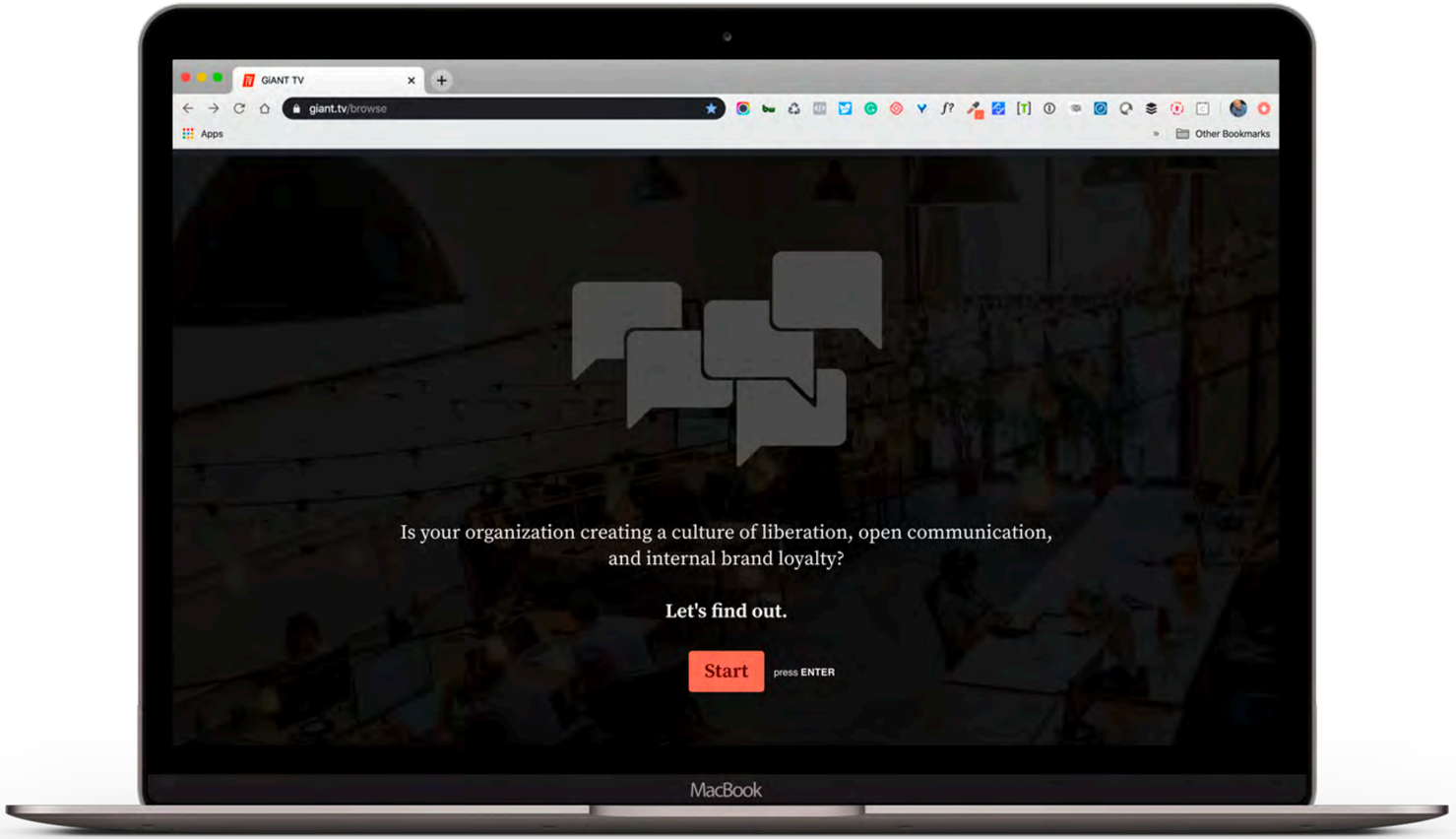
INTERNAL BRAND

What do the employees say about me or the company when we’re not around?

EXTERNAL BRAND

What do my customers/clients say about me or the company when we’re not around?

How healthy is your **internal** brand?



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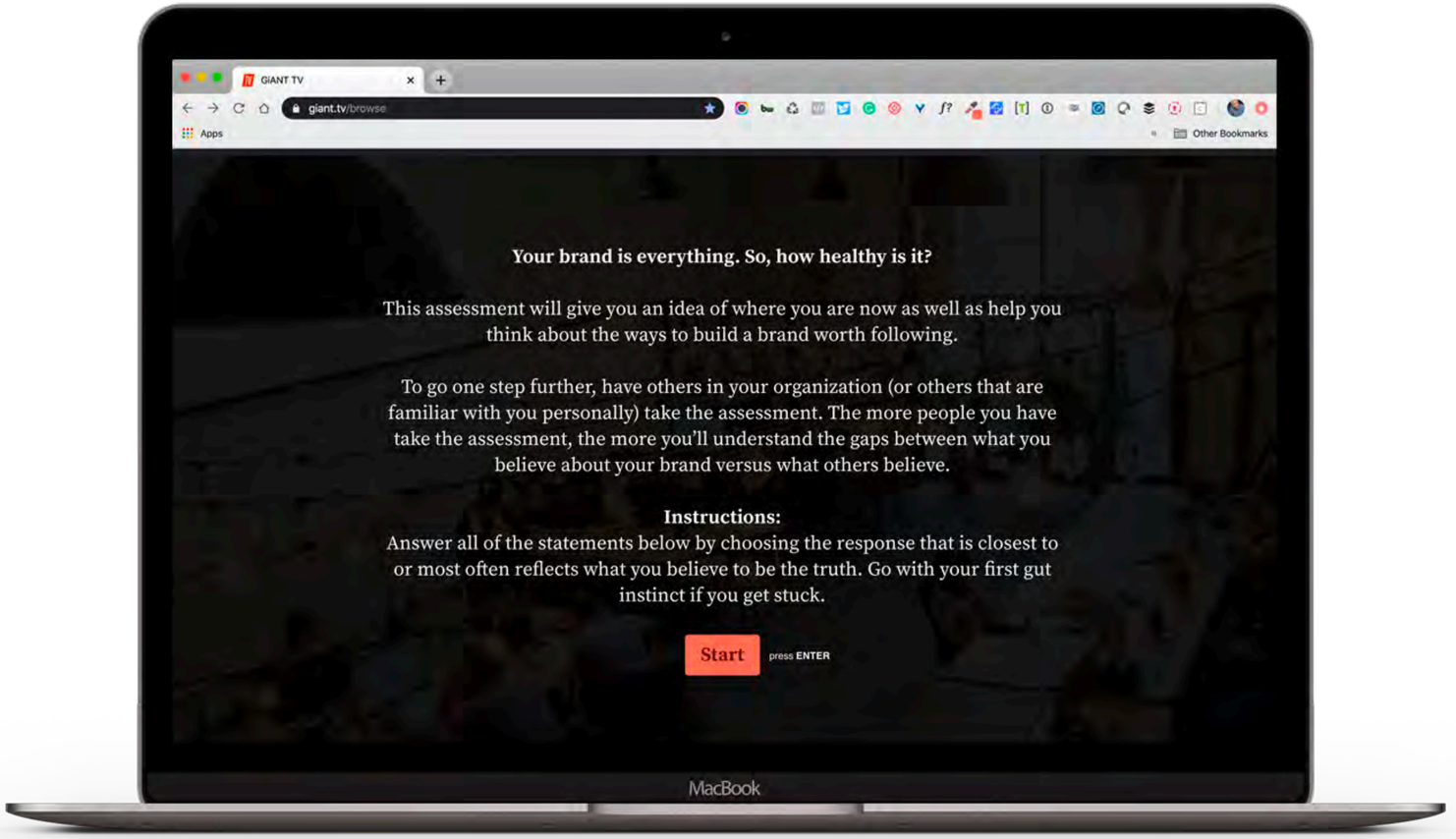
How healthy is your **external** brand?



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FREEBIES

Brand foundation worksheet

Internal/External Brand Assessments

Marketing Peace Index Assessment

[Email] How to create 1 year’s worth of content

Business Structure Chart

SO, WHY AREN'T PEOPLE LOYAL TO YOUR BRAND?

Internal Brand

Generic vision/mission/values that inspires no one.

No self-awareness.

Fear/manipulation

Passive aggressiveness

Misalignment

You aren’t consistent in your communication.

External Brand

Treating marketing as an expense vs. an investment.

Busy with day-to-day tactics instead of focusing on a strategy.

Not differentiating your product or service.

You don’t know how to clearly and confidently talk about your product or service.

You aren’t consistent and you don’t have a cohesive message that resonates with people.

SO, WHAT DO YOU DO ABOUT IT?

“BRAND FIRST” MENTALITY

How will this next thing I do
impact my overall brand image?

Internal Brand

Example: No self-awareness.

External Brand

Example: You aren’t consistent and you don’t have a cohesive message that resonates with people.

Everyone, grab your
PHONE.

What 5 words would you use to describe me/my business?

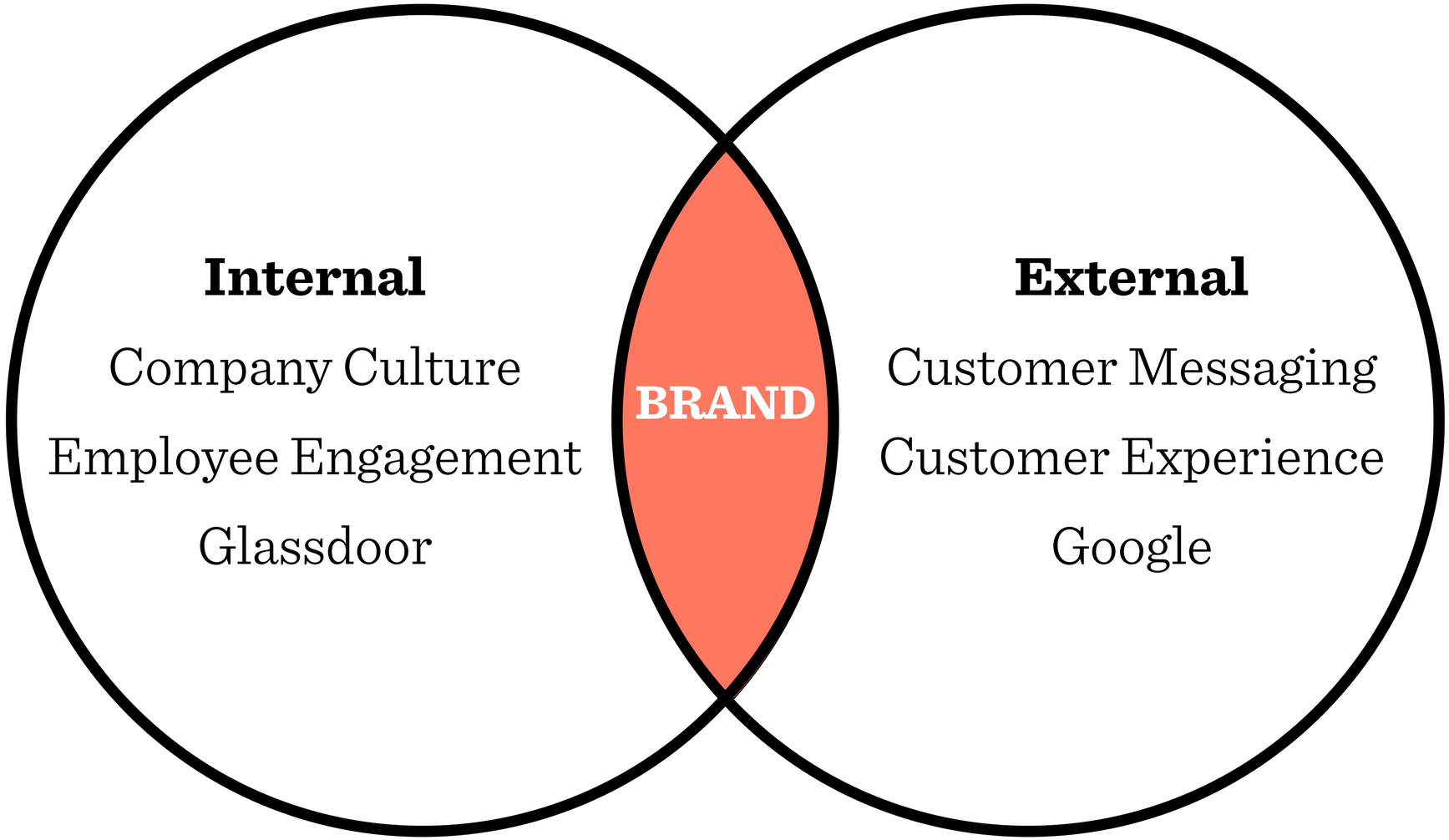
What are my/our top 3 strengths?

What are my/our top 3 weaknesses?

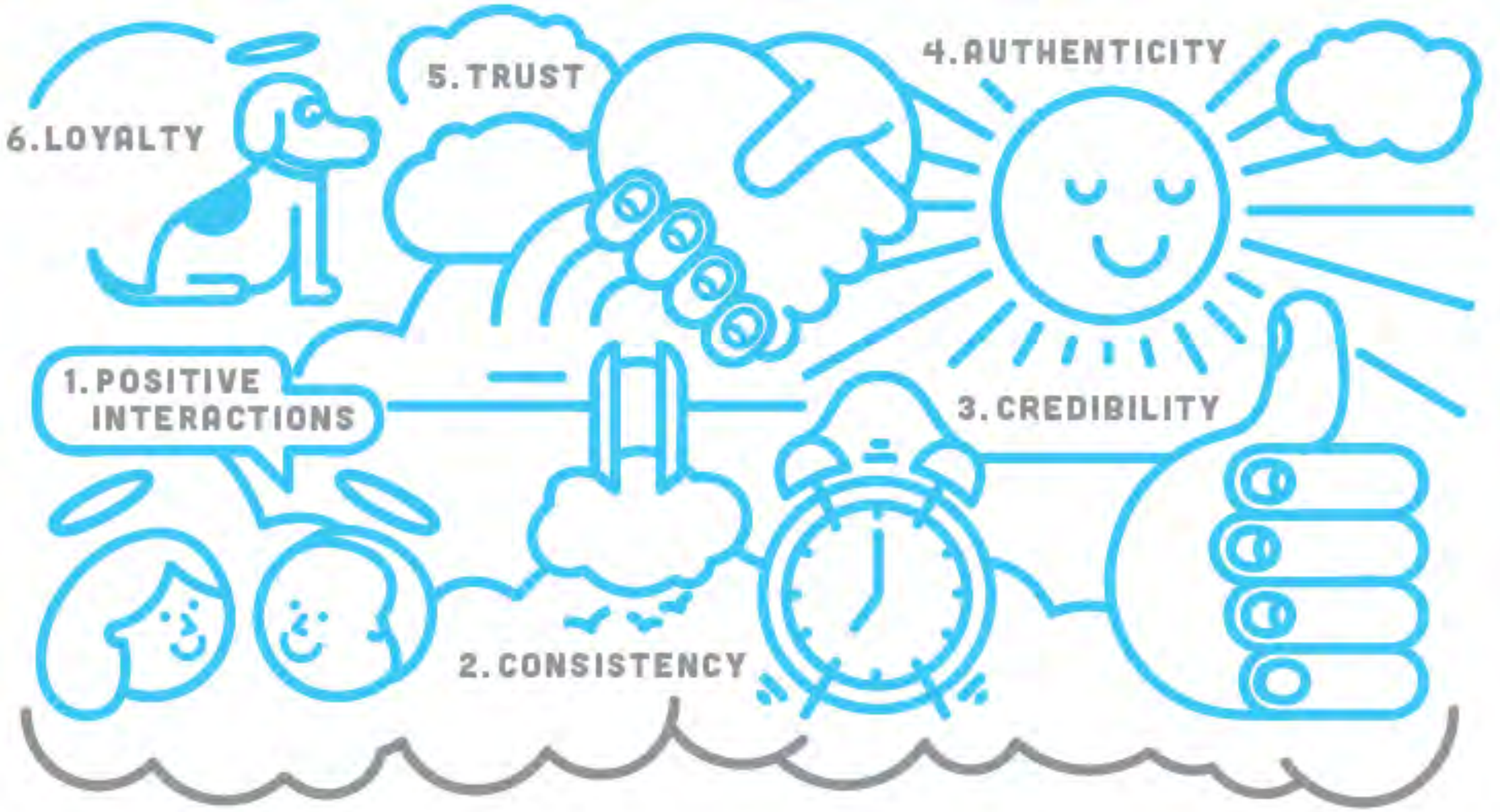
THE INTERSECTION: INTERNAL AND EXTERNAL BRAND

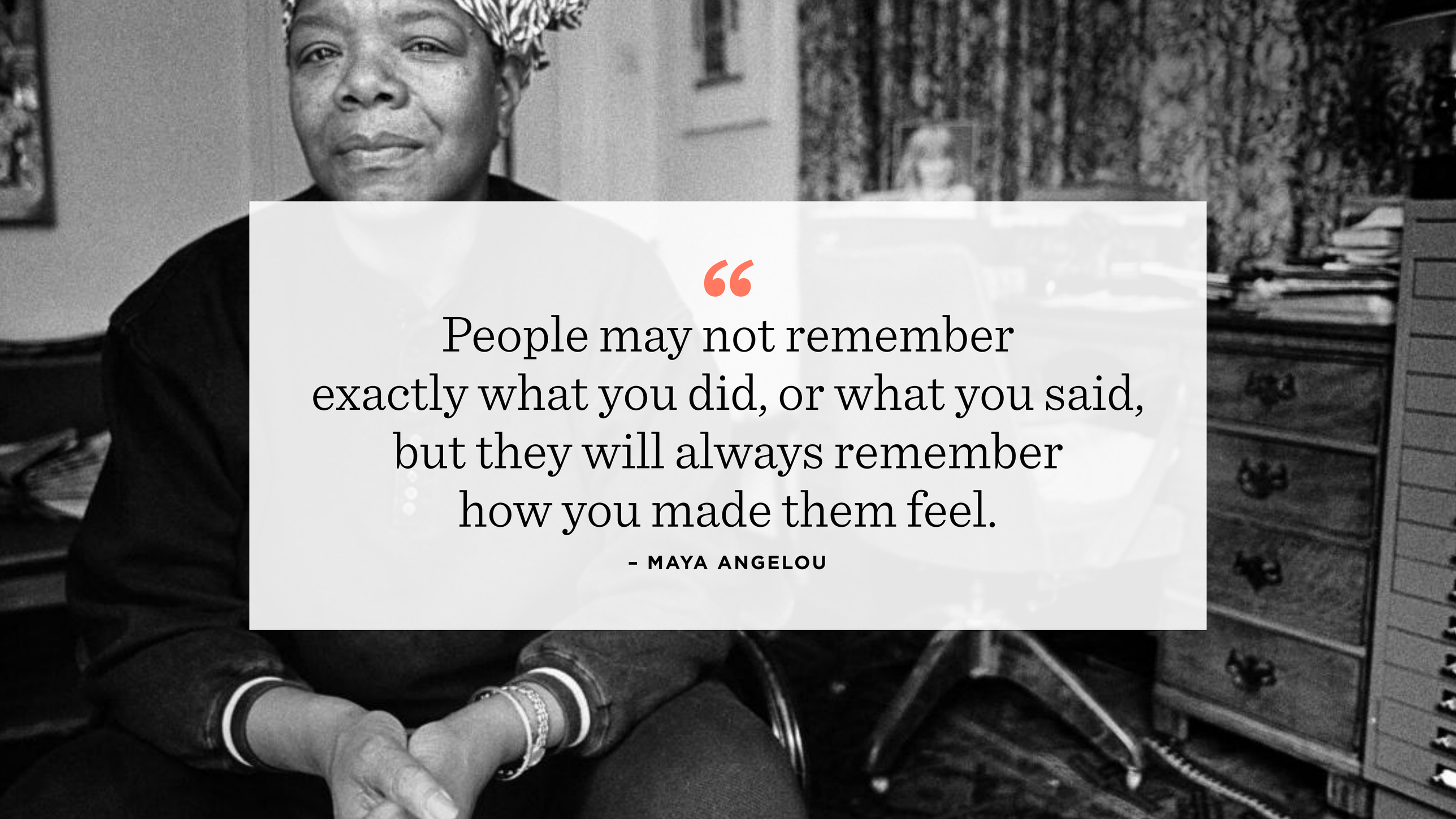
Company Culture
Employee Engagement

Customer Messaging
Customer Experience


Internal
Company Culture
Employee Engagement
Glassdoor
BRAND
External
Customer Messaging
Customer Experience
Google

BRAND HEAVEN





“People may not remember exactly what you did, or what you said, but they will always remember how you made them feel.

– MAYA ANGELOU

CHICK-FIL-A

“My pleasure.”

Chick-fil-A®
CLOSED SUNDAY

Chick-fil-A
BREAKFAST
NOW HIRING
DAYTIME EMPLOYEES
FOR FALL
SED SUNDAY
EAT MOR
CHIKIN
BUT
NOT
HERE
USED TO LO
CHICK-FIL-A
BUT I LOVE
MY GAY FRIENDS
MORE...

89% of people stay loyal
to brands that share their values.

80% of people don’t think brands actually understand them as a person.

Presenting a brand consistently across all platforms can **increase revenue by up to 23%.**

VISION/MISSION

Is it clear? Is it compelling?

VALUES

Do you know and live your values?

LEADERSHIP

Are your roles and responsibilities clear in every circle?

STRATEGY

How do you win?

SIMPLE?

SCALABLE?

SUSTAINABLE?

STRUCTURE

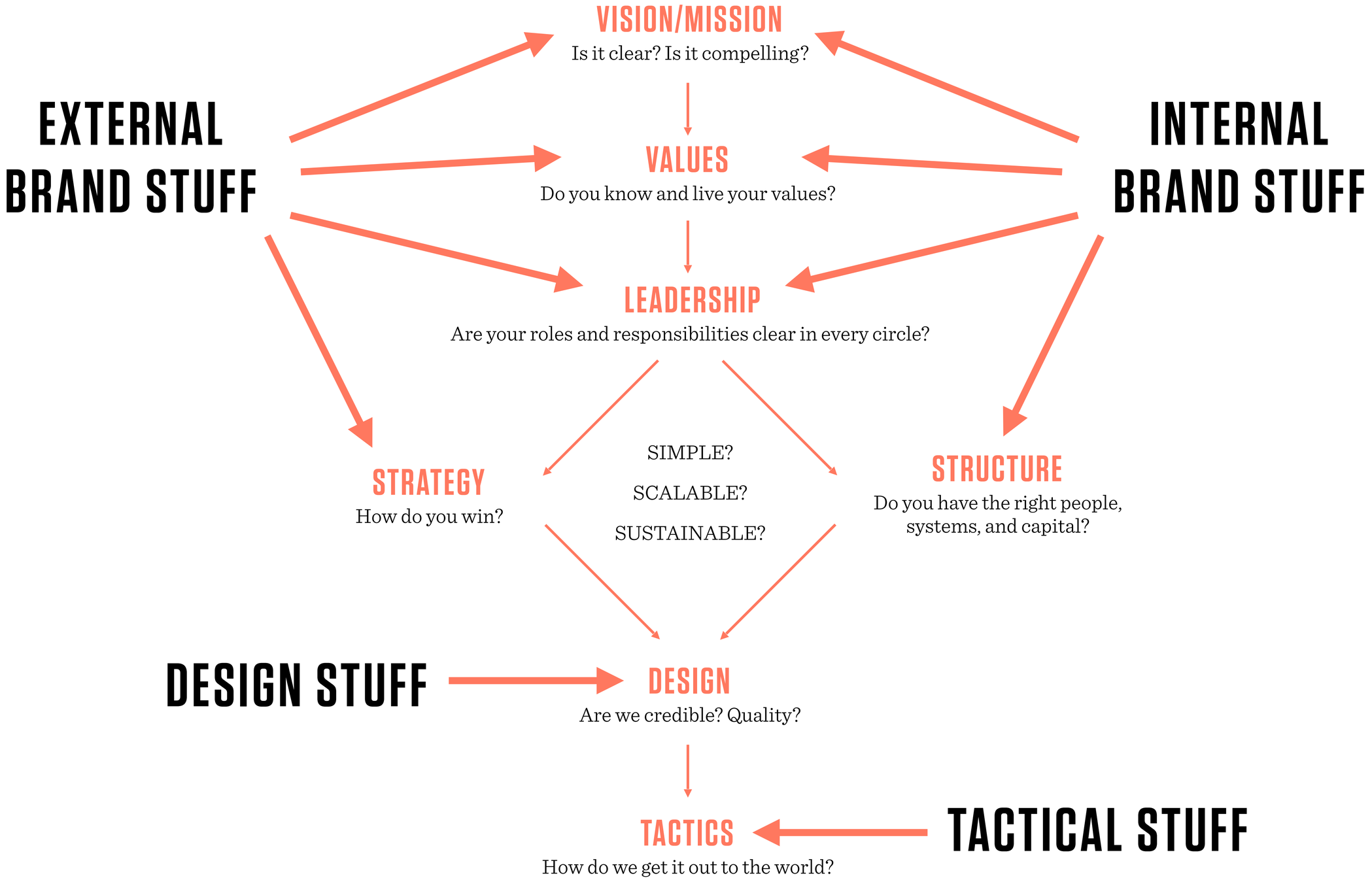
Do you have the right people, systems, and capital?

DESIGN

Are we credible? Quality?

TACTICS

How do we get it out to the world?


VISION/MISSION
Is it clear? Is it compelling?
EXTERNAL BRAND STUFF
VALUES
Do you know and live your values?
INTERNAL BRAND STUFF
LEADERSHIP
Are your roles and responsibilities clear in every circle?
STRATEGY
How do you win?
SIMPLE?
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DESIGN STUFF
DESIGN
Are we credible? Quality?
TACTICS
How do we get it out to the world?
TACTICAL STUFF

INVESTMENT

VISION/MISSION

Is it clear? Is it compelling?

VALUES

Do you know and live your values?

LEADERSHIP

Are your roles and responsibilities clear in every circle?

STRATEGY

How do you win?

SIMPLE?

SCALABLE?

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STRUCTURE

Do you have the right people, systems, and capital?

DESIGN

Are we credible? Quality?

TACTICS

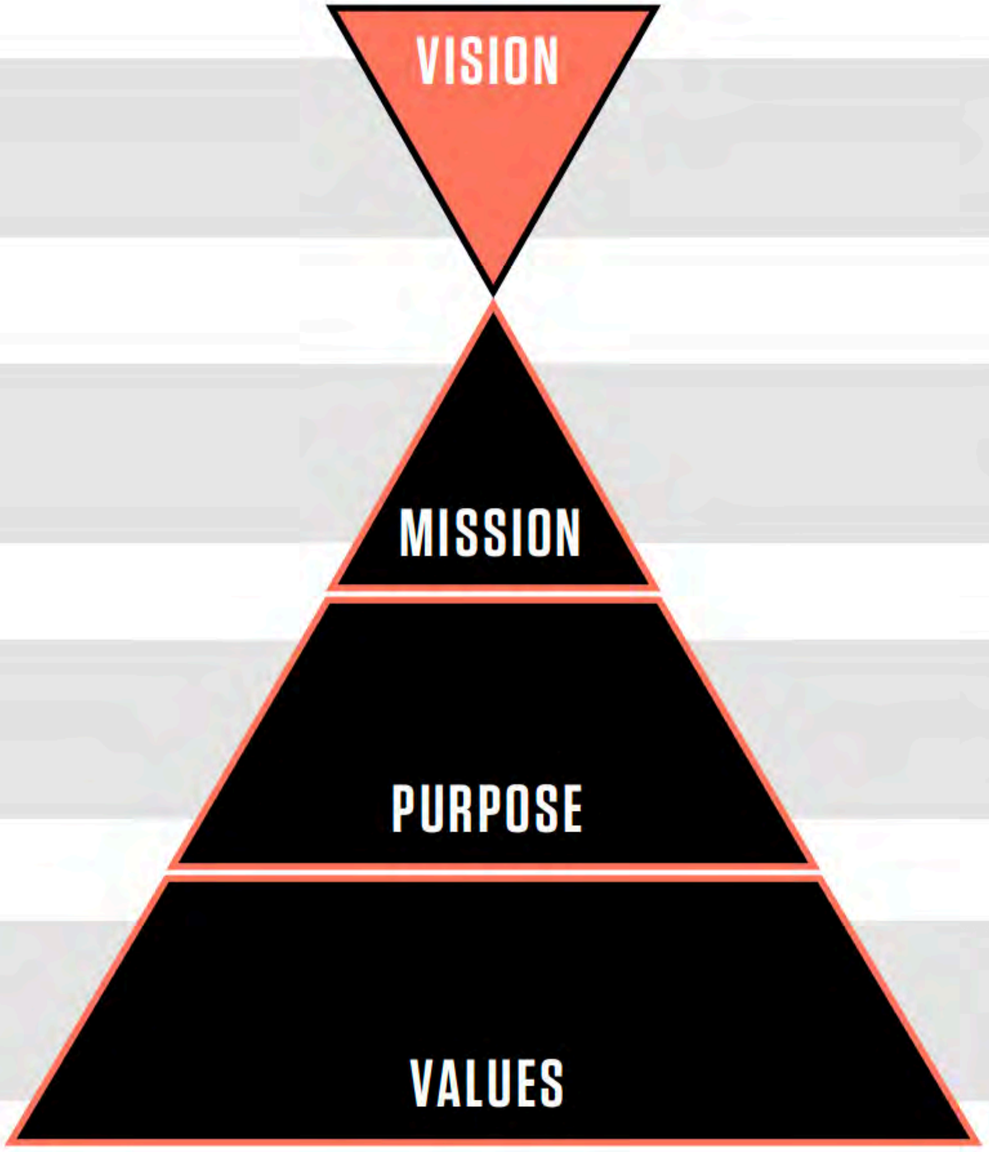
How do we get it out to the world?

DIFFERENTIATION
ALIGNMENT
CONSISTENCY

DO YOU BELIEVE YOU CAN CREATE MORE BRAND LOYALTY?

I KNOW YOU CAN.
YOU NEED A PLAN.

BRAND FOUNDATION



4 — What the end will look like if my *values* lead to a certain *purpose* whose *mission* my organization exists to fulfill.

3 — How you choose to implement your *purpose*.

2 — The reason we exist based on our *values*. Later, same values might lead to a different purpose through a different business.

1 — Non-negotiables in our belief system that will never change. Who we are.

THIS IS ONLY BASE CAMP

100% Health
100X
Multiplication

WE STILL HAVEN'T SPOKEN ABOUT...

1. How to be a healthy leader/team member/employee
2. How to increase your influence with those you work with and those you sell to
3. How to be more intentional with your business and building your brand
4. How to communicate effectively
5. How to create a solid target audience profile
6. How to create a solid elevator pitch that resonates
7. How to create REAL vision and mission statements
8. How to build real core values that guide your company
9. How to create a message that differentiates you from the competition

HOW MUCH IS YOUR REPUTATION WORTH?

HOW MUCH IS YOUR BRAND WORTH?

REMEMBER.
EVERYONE STARTS
FROM BASE CAMP.

THINK
BRAND
FIRST

FREEBIES

Brand foundation worksheet

Internal/External Brand Assessments

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Business Structure Chart

TO: 31996
TEXT: BRANDFIRST

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