



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



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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



sesameworkshop®

pandora®



SWISS ARMY® 

*Coca-Cola*



JPMorganChase 

  
ROYAL CARIBBEAN CRUISES LTD.



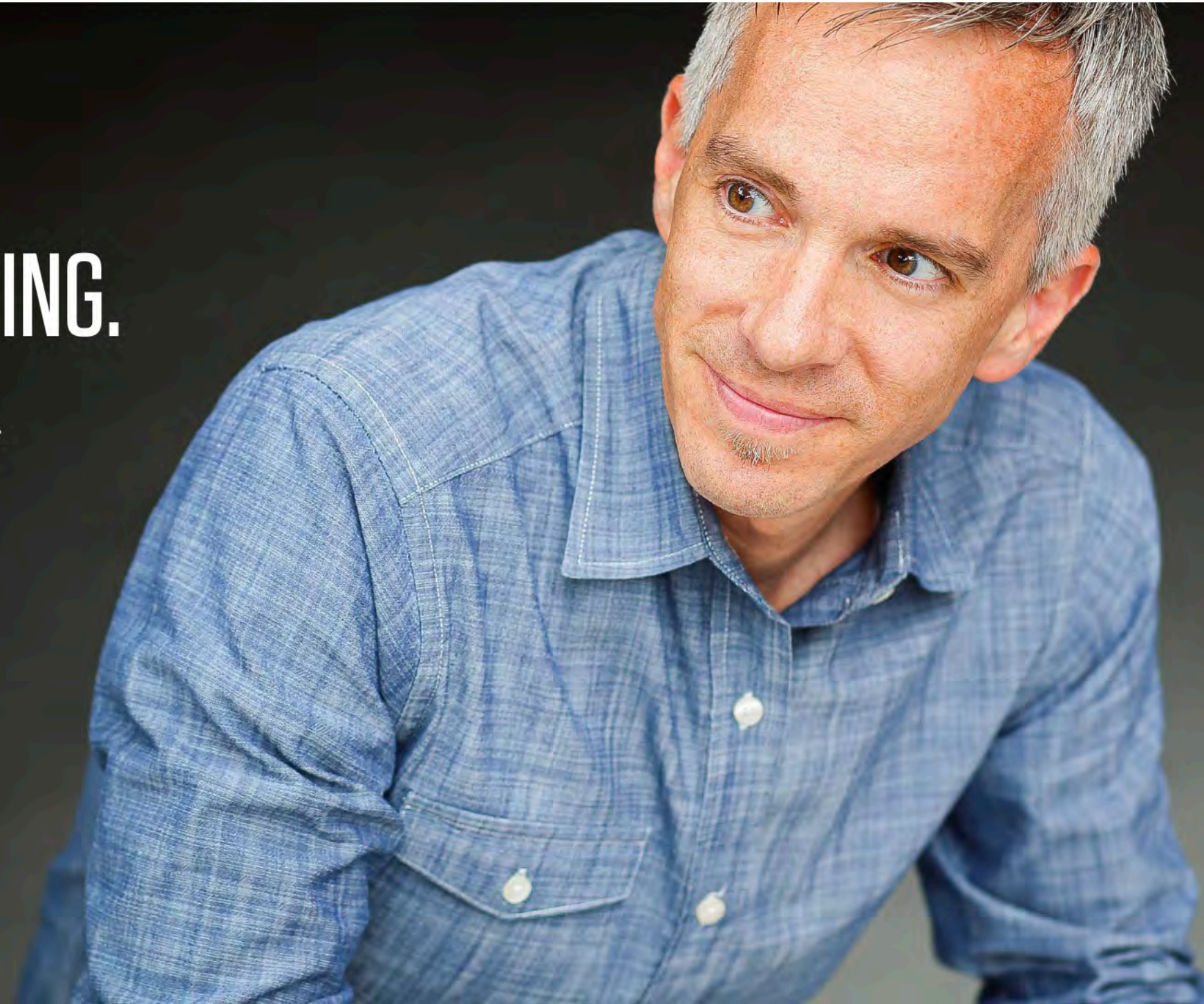


# BUILD A BRAND WORTH FOLLOWING.

I help companies communicate more effectively with their customers and employees with the goal of creating more alignment, consistency, and loyalty.

[BUILD CUSTOMER LOYALTY, CLICK HERE.](#)

[BUILD EMPLOYEE LOYALTY, CLICK HERE.](#)



IG: @skotwaldron

LI: skotwaldron



FIRST  
THINGS  
FIRST



# BRAND

what people say about you  
when you aren't around



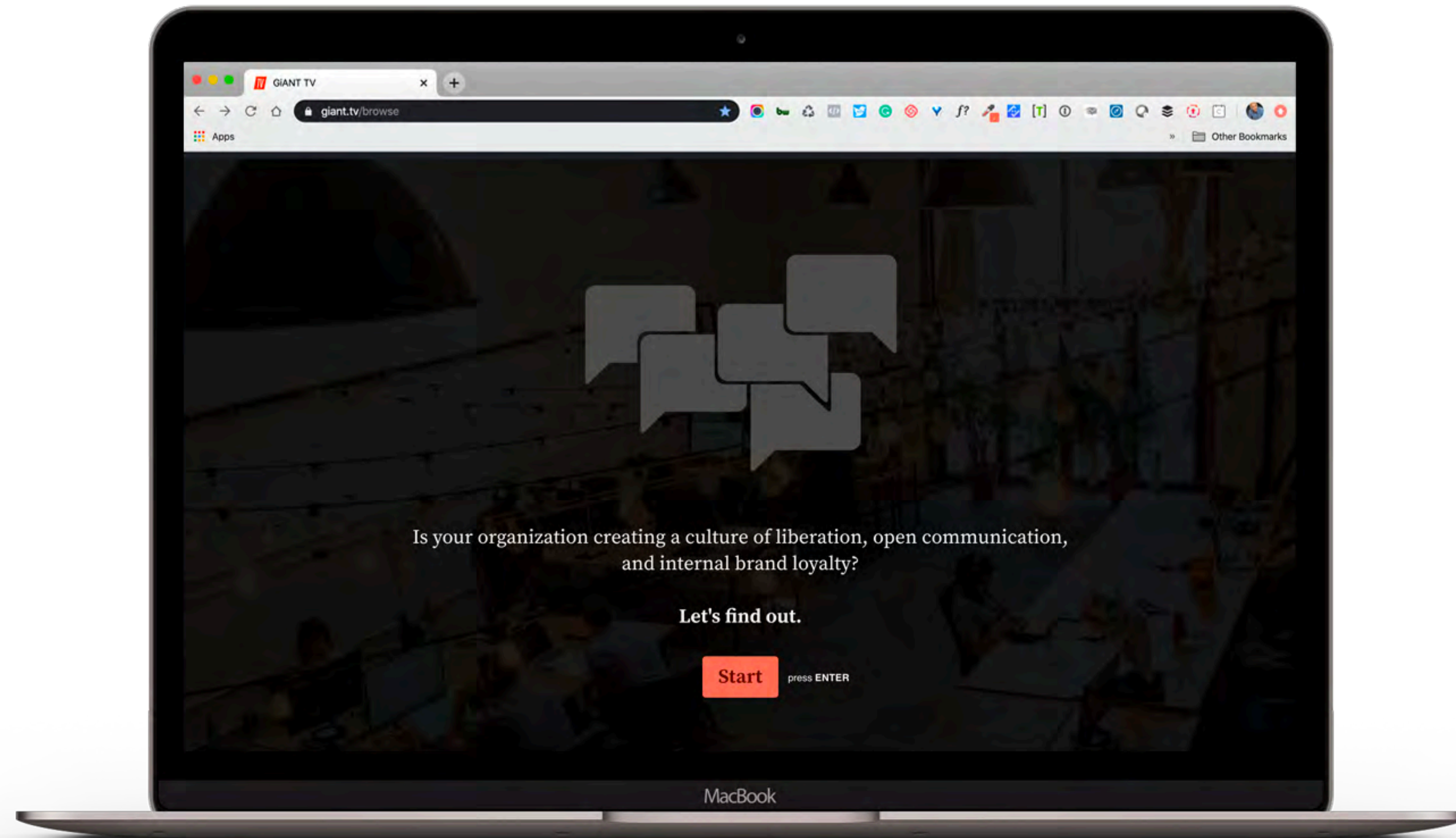
## **INTERNAL BRAND**

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

## **EXTERNAL BRAND**

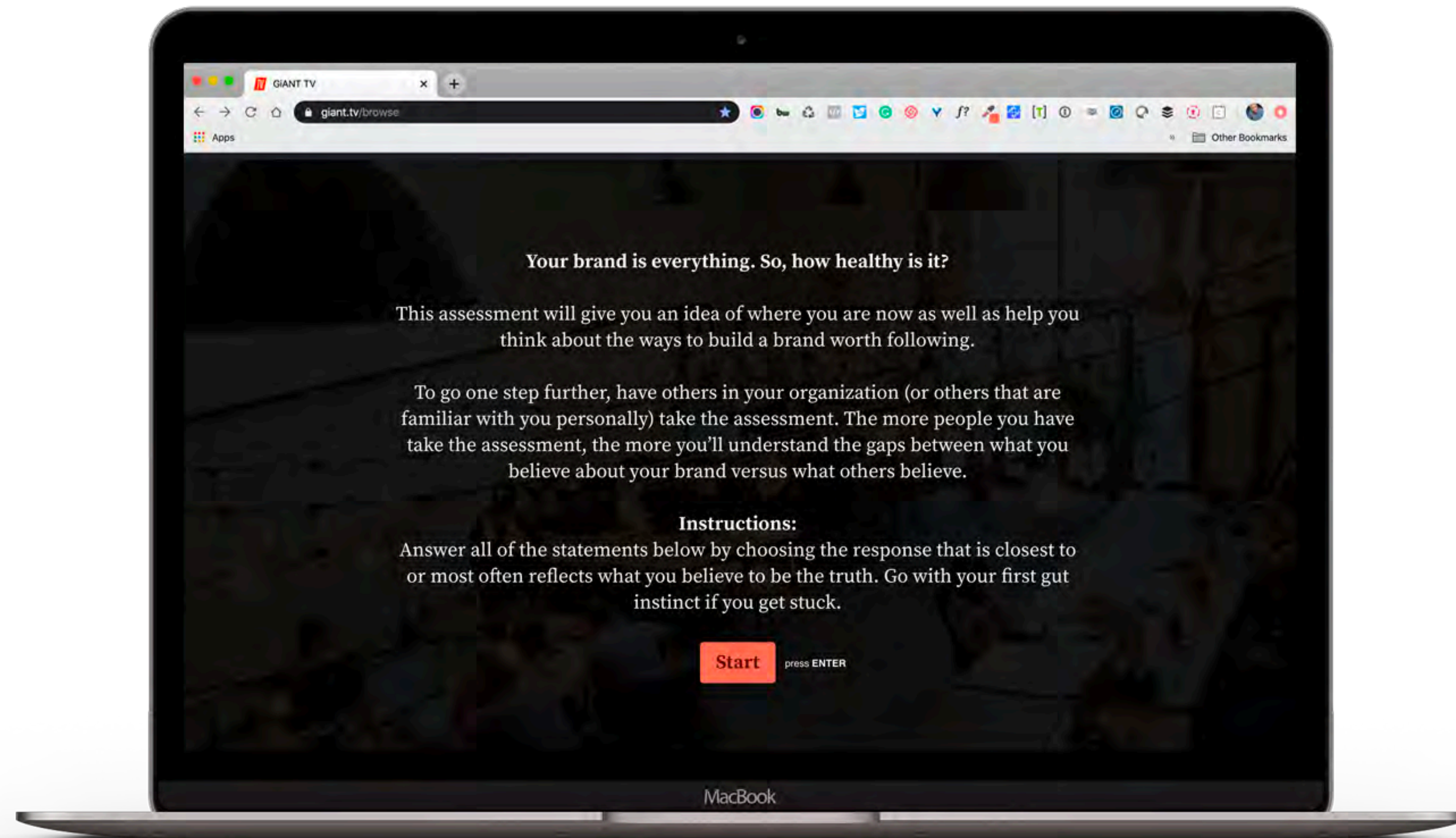
What do my customers/clients say about me or the company when we're not around?

# How healthy is your **internal** brand?



<https://skotwaldron.com/resources/free-resources/>

# How healthy is your **external** brand?



<https://skotwaldron.com/resources/free-resources/>

## **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.

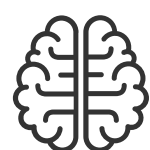
Busy with day-to-day tactics instead of focusing on a strategy.

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.



A collage of several hands holding black smartphones, arranged in a circular pattern around the center. The background is a light gray surface covered with a dense shower of colorful confetti in shades of red, blue, green, yellow, and pink. The text "Everyone, grab your PHONE." is centered over the image, with "Everyone, grab your" in a white script font and "PHONE." in a large, bold, white sans-serif font.

*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

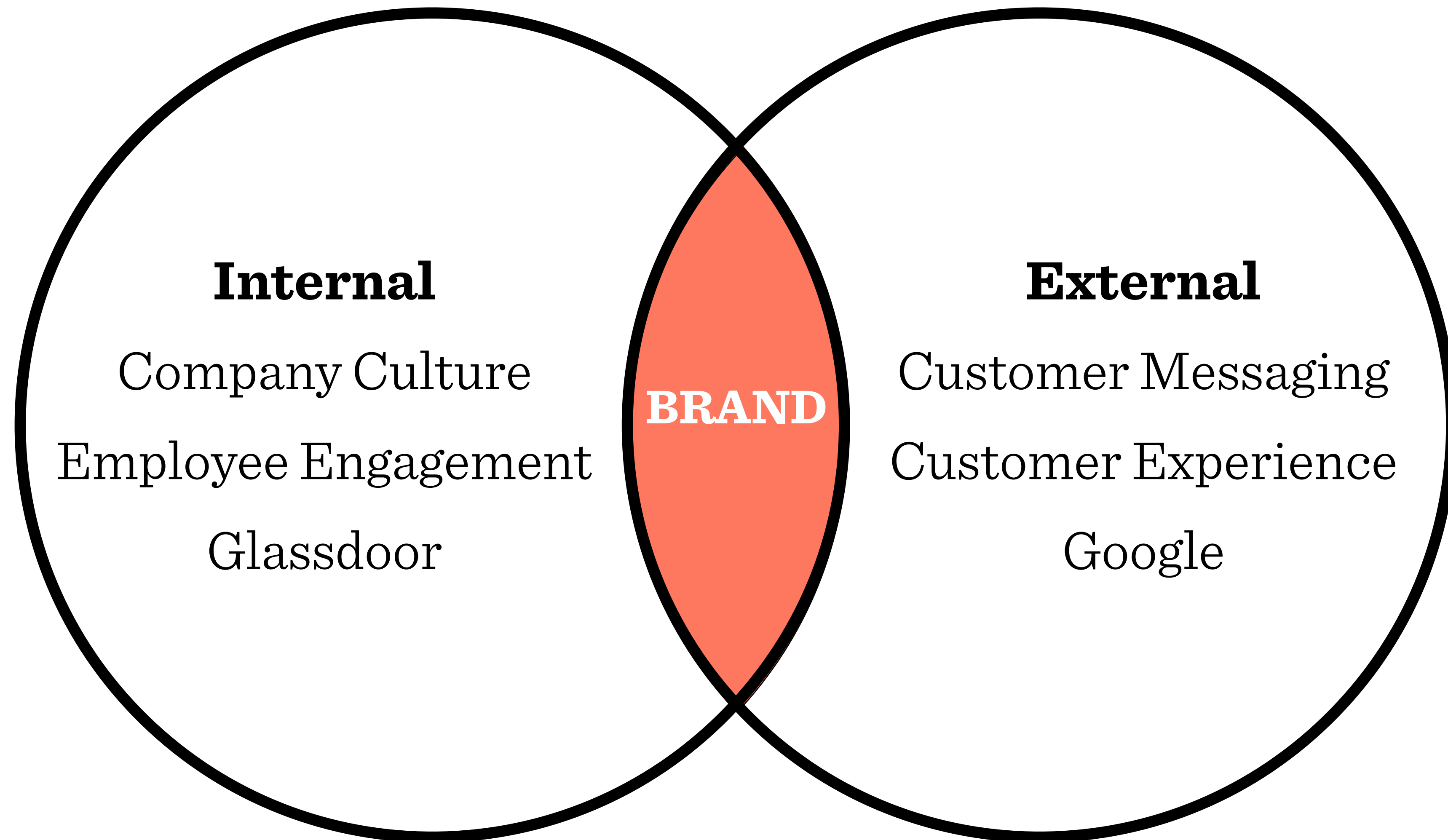




Company Culture  
Employee Engagement

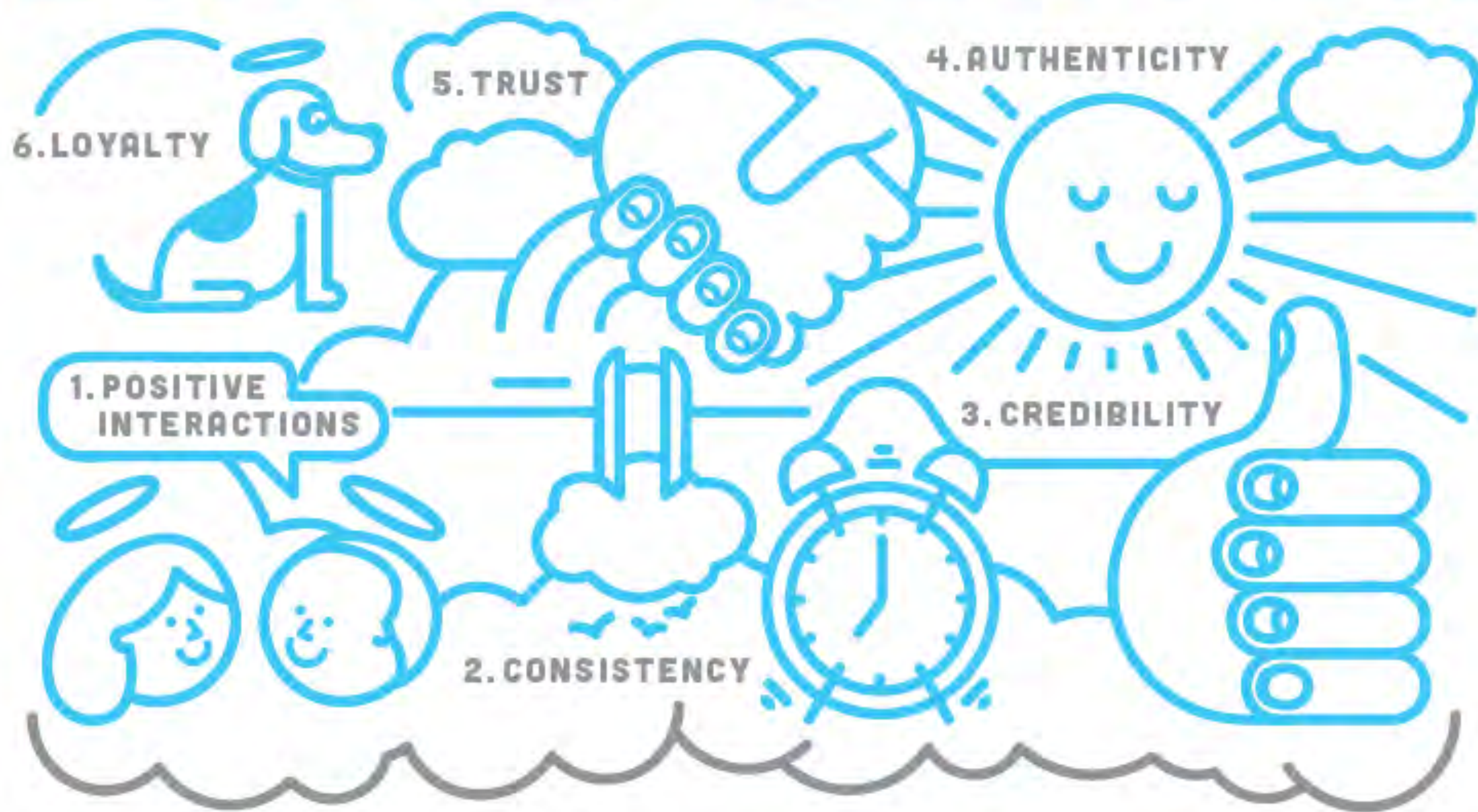


Customer Messaging  
Customer Experience





# BRAND HEAVEN





A black and white photograph of Maya Angelou. She is seated at a desk, looking directly at the camera with a calm expression. Her hands are clasped together on the desk in front of her. She is wearing a dark jacket and a patterned headwrap. The background shows a desk with various items, including a typewriter and some papers.

“

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.”*







The logo features a stylized red chicken head in profile, facing right, set against a white circular background. This is positioned on a red rectangular field.

Chick-fil-A®

CLOSED SUNDAY





BREAKFAST  
NOW HIRING  
DAYTIME EMPLOYEES  
FOR FALL  
CLOSED SUNDAY



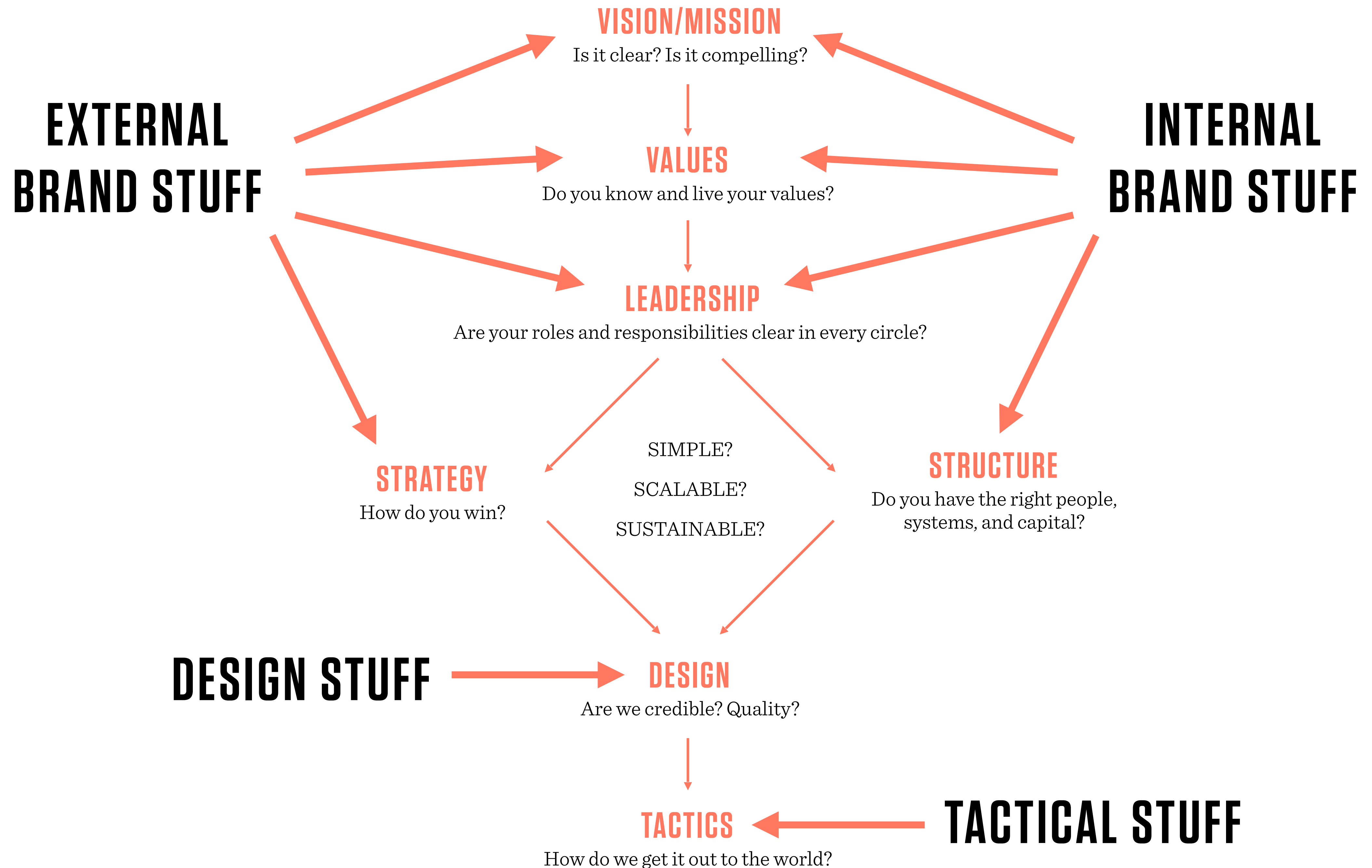


**89% of people stay loyal**  
to brands that share their values.

**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%.**







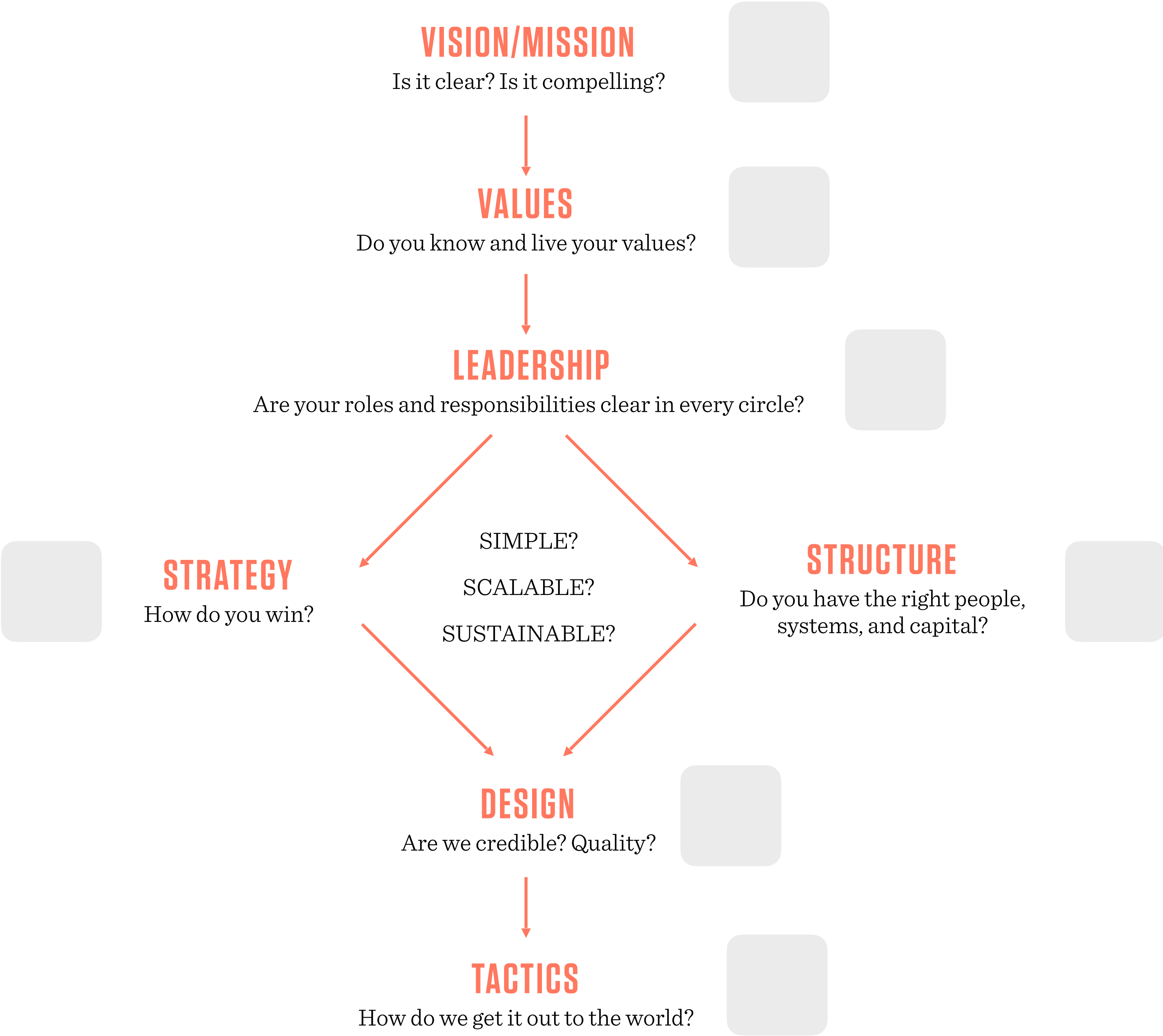
A modern two-story house with a dark grey tiled roof and light grey walls. The house features large windows with black frames, some of which are illuminated from within, showing warm interior lighting. A balcony with a glass railing is visible on the upper floor. In the foreground, there is a swimming pool with a wooden deck. A lounge chair with a blue cushion is positioned on the deck. The house is surrounded by lush green trees and landscaping. The word "INVESTMENT" is overlaid in large white letters across the center of the image.

# INVESTMENT









**DIFFERENTIATION**

**ALIGNMENT**

**CONSISTENCY**



**DO YOU BELIEVE YOU  
CAN CREATE MORE  
BRAND LOYALTY?**





**I KNOW YOU CAN.  
YOU NEED A PLAN.**



# BRAND FOUNDATION







**VISION**

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

**MISSION**

3 How you choose to implement your *purpose*.

**PURPOSE**

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

**VALUES**

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**

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**TO: 31996**  
**TEXT: BRANDFIRST**

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