Does Your Four Seasons Business Suffer from Holiday Inn Branding?

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Have you ever stood in the lobby of the Four Seasons Hotel on 57th in New York City?

If you have, you’ve already seen impeccable branding in action.

Before you even walk through the doors, you’re swept into the sense of opulence that continues throughout every guest-accessible inch of the hotel.

Everywhere you look, deceptively simple forms and colors interplay with fine details that even the snobbiest most sophisticated guests can’t help but appreciate.

Absolutely none of this is on accident. The gleaming marble floors, the stately, geometric columns, the refined color palette – **all of this is part of the Four Seasons brand.**

So is the attentive welcome you get when you approach the registration desk.

So is the $60K-a-night Ty Warner Penthouse Suite – even though you or I may never get to see it in person, the fact that it *exists* is a massive boost to the hotel’s “elite brand” power.

What’s all this got to do with you and your business?

**Who you attract hinges on how potential buyers perceive your brand.**

What if the Four Seasons didn’t exude opulence at every opportunity, from its website to its penthouse suites?   
  
What if they decided not to invest in creating a truly top-shelf experience for every guest, every time?

What if they decided that run-of-the-mill, Holiday Inn-style branding was good enough? Well, the hotel wouldn’t attract people like Oprah, Brad Pitt, Cher, and other well-known celebrities, that’s for sure.

*And I doubt it would even attract non-celebrities willing to pay $1,000 per night.*

**They’d be charging Holiday Inn rates and getting Holiday Inn customers.**

Now, I’m not knocking mid-range hotels. Not many of us want a Four Seasons experience every time we travel, and there’s nothing wrong with that.

But here’s what I’m saying:

**If you want a Four Seasons-level business… you’ve gotta show up with a Four Seasons-level brand.**

This is what I see all the time in online marketing – entrepreneurs put together a brand that gets them to the 6-figure mark (sometimes even high 6 figures)… …but then they get stuck.

Getting higher-tiered clients feels like a grind… They’re still dealing with small-business problems…

And if you can get them to talk about it, they’ll tell you that despite having created a 6-figure biz from scratch… they’re *miserable*some days.

**I’ve been there.**

See, not that many years ago, I got stuck in that trap of continuing to rely on a brand that wasn’t a good fit with where I wanted my business to go.

I figured, “Well, my branding has done its job so far… why change anything?”

But what I wasn’t getting was, as the old saying goes, *“What got you here won’t get you there.”*

It took me a long time to realize that if I ever wanted to stop “playing small” and start creating the wealth and freedom I wanted for my family… I was going to have to crank up the wattage on my own brand!

**How about you? Is your brand clearing the way to your 7-figure goals?**

If you haven’t had a professional conduct a thorough brand analysis in the past 24 months, there’s a good chance your brand isn’t working for you as powerfully as it could.

And that means you’re missing out on opportunities to create the success and wealth you crave… simply because*you and your business have outgrown your brand!*

**Let’s chat and see how we can transform your business into a high-end signature brand.**

The fact that you’re even *passively* interested in talking to a branding expert means that you at least suspect your branding could use some new life.

So I’ve set aside a few hours a week to chat with professionals like you – 6-figure business owners who are ready for exponential income growth, authority, and success in the next 12-18 months.

If you’d like to reserve a time to talk, [just click here to access my calendar](https://uniquedesignz.net/introductory-call/)

We’ll spend an hour getting clear on your goals and your current circumstances… and then identify the branding you’ll need to start generating better lead flow, more revenues, and unmistakable authority in your industry.

And in case you’re wondering… no, the call isn’t a big sales pitch. I only want to work with people who want to work with me, so I’m not pushy when it comes to my other programs.

This is just a way for us to get to know each other, and for you to get the real-deal advice you need to start ratcheting up your brand right away.

Again, this offer is limited to only a few business owners a week. So if you click the button and see that there’s a spot still available… *grab it first and thank your lucky stars later.*