**DEUTSCH BRANDING CHECKLIST**

HUMOR: As a small company, gain attention with humor.

SIMPLE: Everything can be summarized in a sentence.

CUSTOMERS: He who owns the customers/tenants, owns the market.

ZIG ZAG THEORY: Don’t look at other people’s work, no matter how good it is. You want to zag from what everyone else is doing and not create a watered down replica.

DRIVE: Passion and drive are in the eyes.

REACH OUT: If you can’t be at a client meeting, reach out before and/or after.

ETHOS: Create a religion around brand.

FOCUS GROUPS: They tell you what they think you want to hear to sound smart and not what they believe. Best size of group is 5 people. Better to inject yourself in their lives and learn. **Shadow your customers.**

EVOCATIVE V LITERAL: Evocative names and brands are tougher to start but hold their value better because the product defines the name, not vice versa.

THIRTY FIVE PERCENT RULE: It is better to have thirty five percent of people super charged about your product than 100% who don’t really care.

SUNSHINE, LIGHTNING, THUNDER: Enter any room in your organization with one of the three and change the energy immediately (nobody likes cloudy and rainy).

STRENGTH SELLS: Smart and powerful people will test you.