

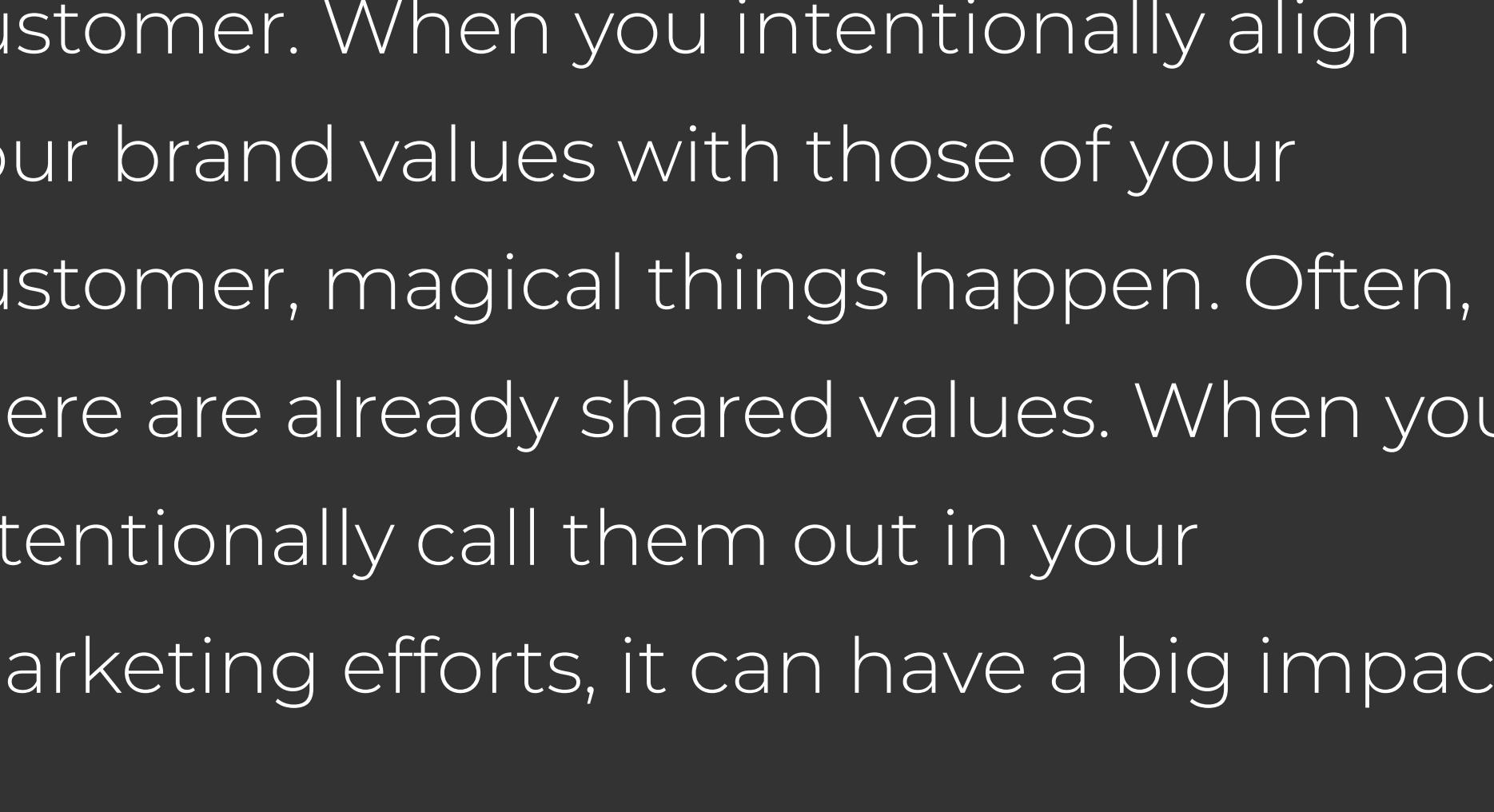
A TWO-MINUTE GUIDE ON CREATING

BRAND ENVY

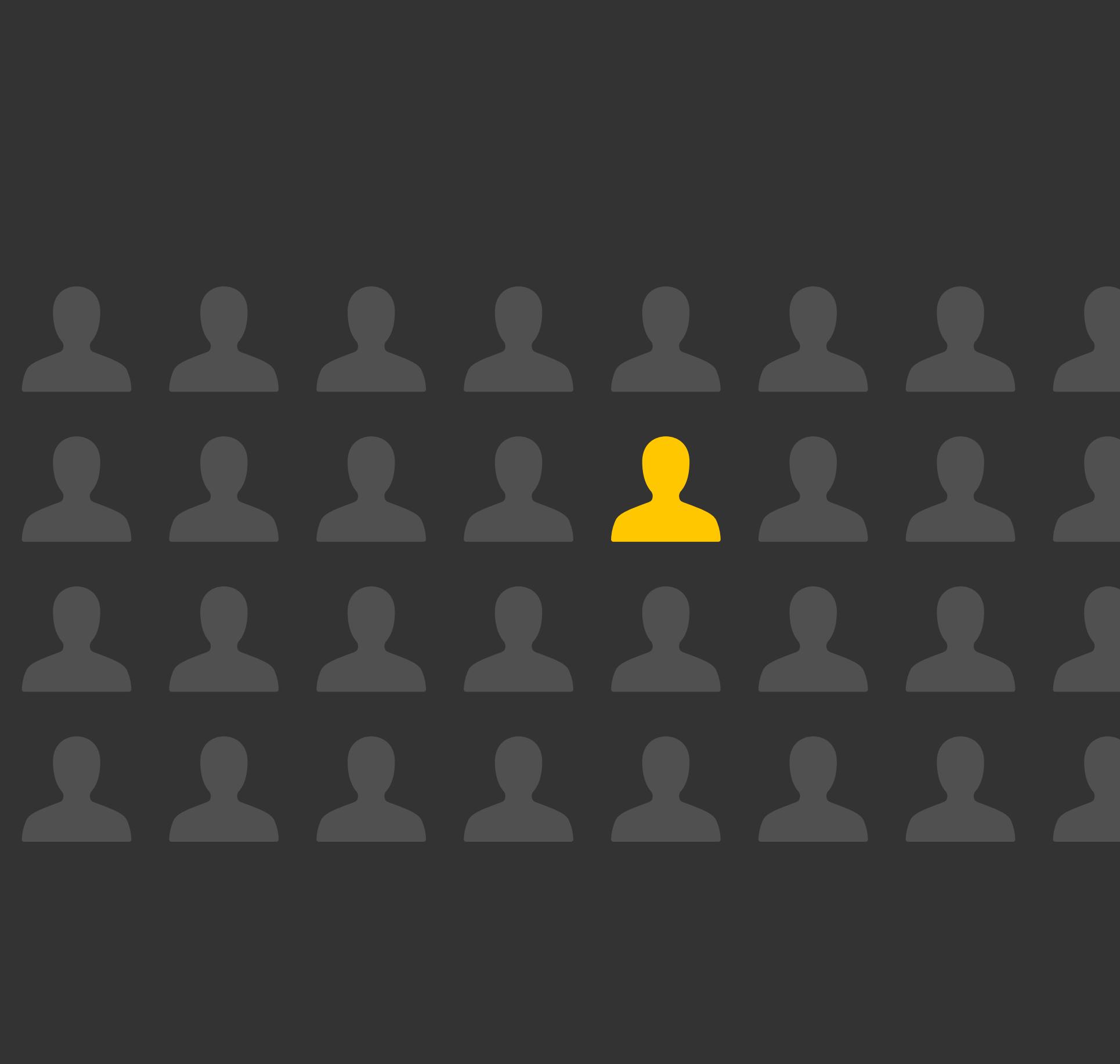
BY UNSEEN POWERS

BRAND = REPUTATION

If you have customers, you already have a brand, even if it was unintentional. Every interaction you have with your customers creates a branding moment. Every interaction solidifies your reputation in the market and ultimately a brand is nothing more than a reputation.



It may not have the most amazing logo ever, but Costco's in-house brand has gained a well-earned reputation of quality and value.

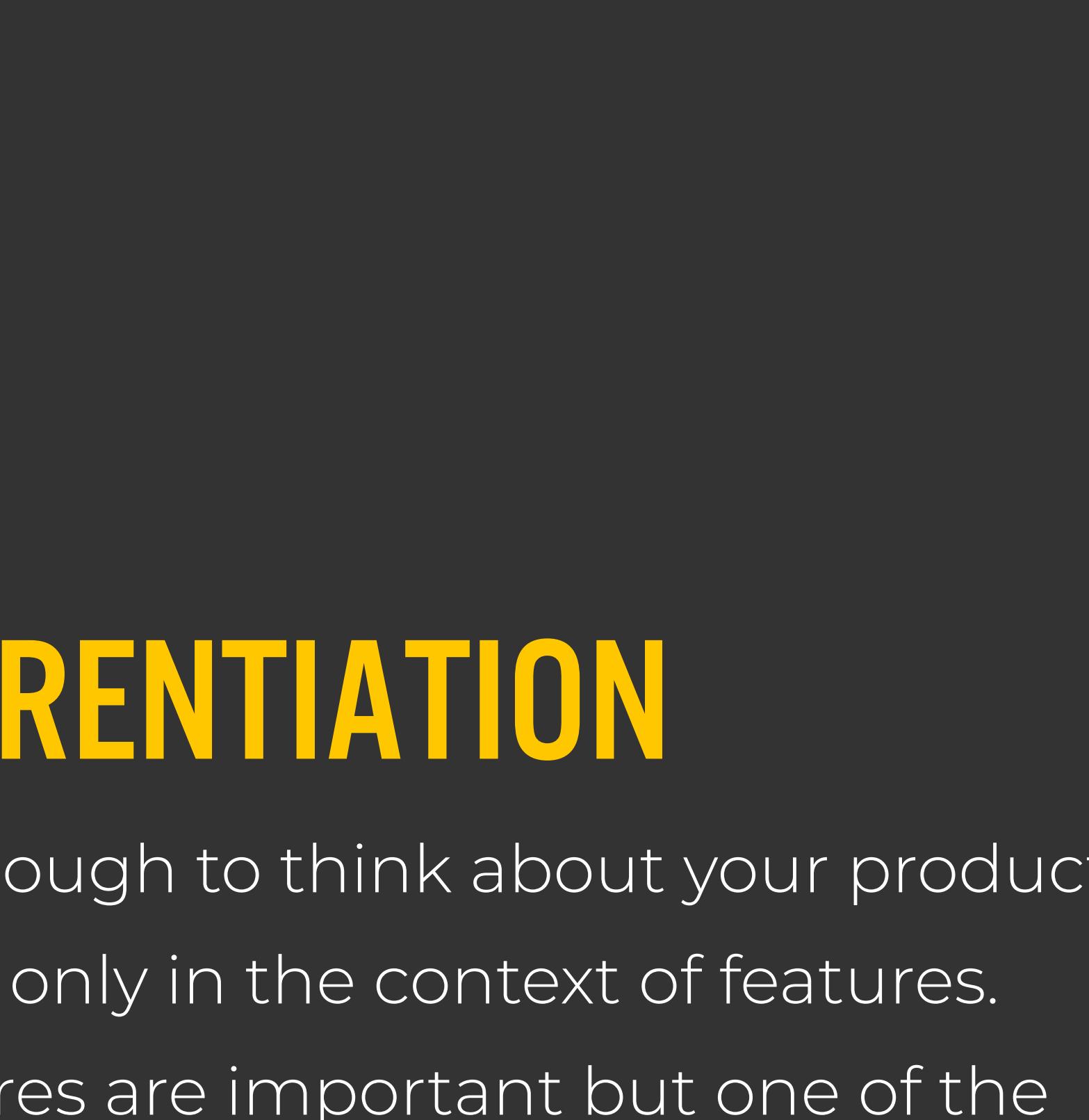


VALUES

Take the time to understand the values that your business shares with those of your customer. When you intentionally align your brand values with those of your customer, magical things happen. Often, there are already shared values. When you intentionally call them out in your marketing efforts, it can have a big impact.

POSITIONING

When you hear "Toyota," you think "company that sells reliable automobiles." Positioning is the strategy of occupying a space or position in a person's mind. A strong brand position is the bedrock layer of your company's brand *platform*. And without a strong brand platform, your name, logo, copy and everything else are floating.



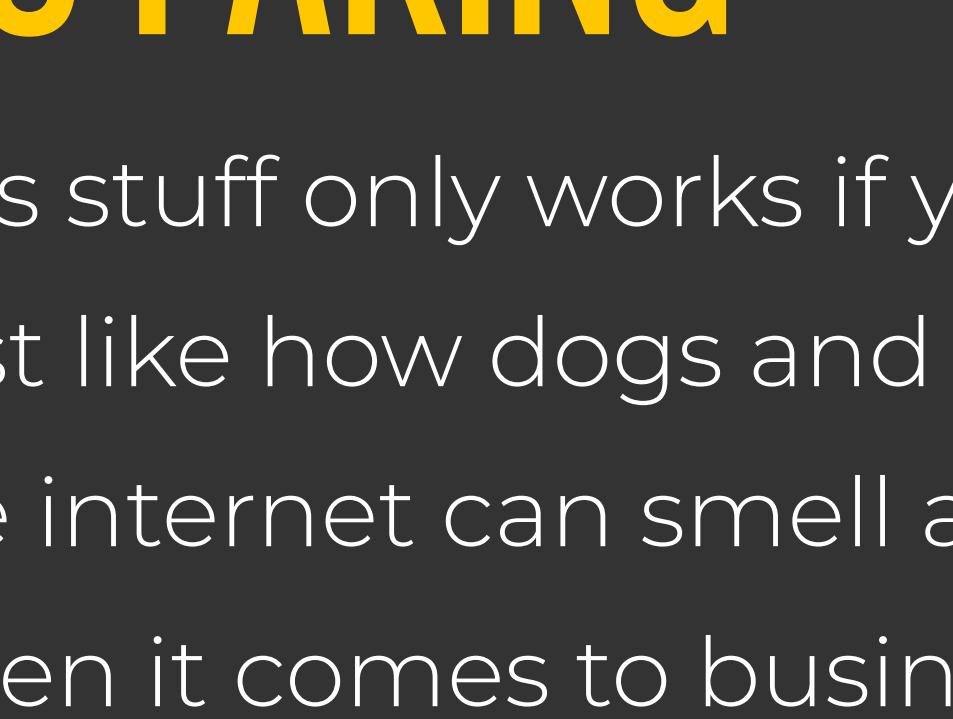
TARGET MARKET



Every business owner knows *who* their target market is. But fewer understand what actually makes their customers tick. Values are only one part of it. To truly create a base of loyal fans requires understanding all the *whys* connected to customer actions. Deeply understanding the core desires behind each action.

STORY

Creating a tribe of fans requires intentionally writing and telling the story of why you exist. Take the time to write the story that clearly articulates why your company exists. Then make sure everyone in your company can tell the exact same story. Then find ways to tell that story to your customers. This will deepen the connection they have with you and your product or service.



LET US HELP YOU

Hi, I'm Rob Foster, the founder of Unseen Powers. We help companies gain an unfair market advantage with powerful branding. If your company needs strong branding to stand out, reach out to us.

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NO FAKING

This stuff only works if you really mean it. Just like how dogs and kids can smell fear, the internet can smell a fraud, especially when it comes to business.



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