What Makes A Brand Stand Out?

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My Goal Is For You To Discover The Steps To Create An **Awesome Brand** Without The Usual Overwhelm

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Audience Wants To Experience Stories & Have Emotions Engaged!

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WHAT MAKES THE BRAND STAND OUT?

NIKE	APPLE	DISNEYLAND
Just Do It!	Think Different!	The Happiest Place On Earth.

ALL TRADEMARKS USED ARE THE PROPERTIES OF THEIR RESPECTIVE TRADEMARK OWNERS.

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Clear **Stories & Emotions** Attract Desired **Audience**

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Who Am I?

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Too Much Work!

- 12-16 Hours Per Day
- 6 Days A Week
- Exhausting!

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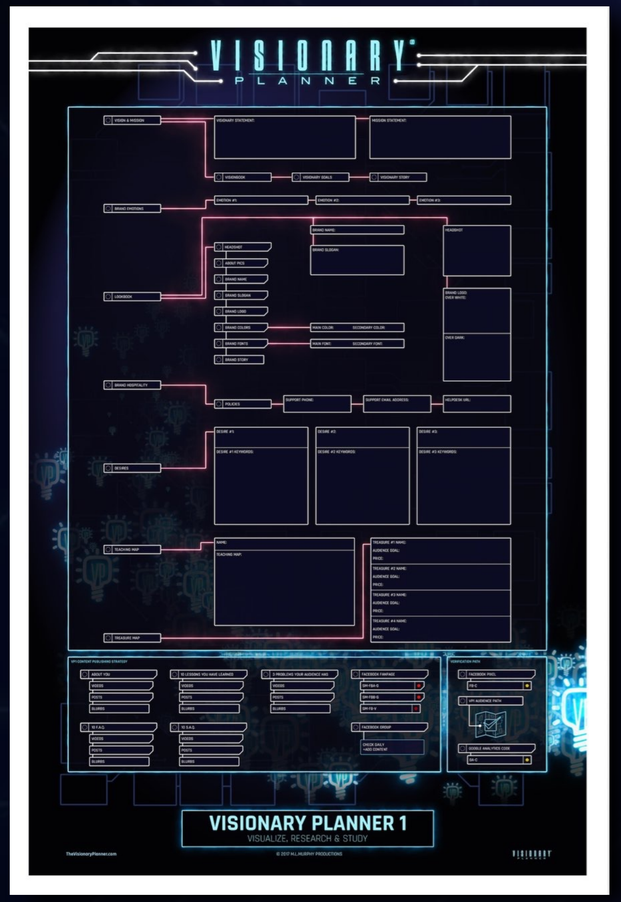

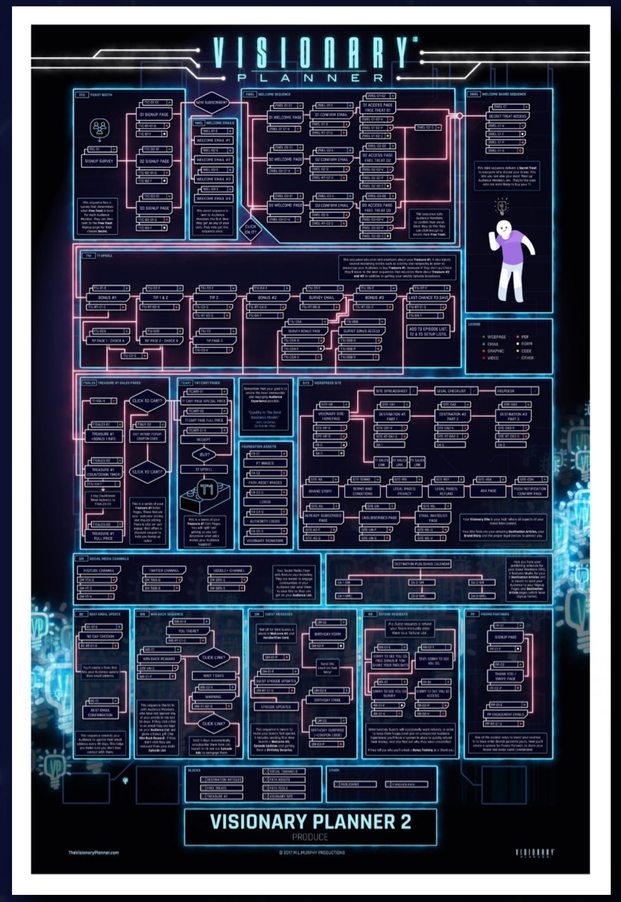

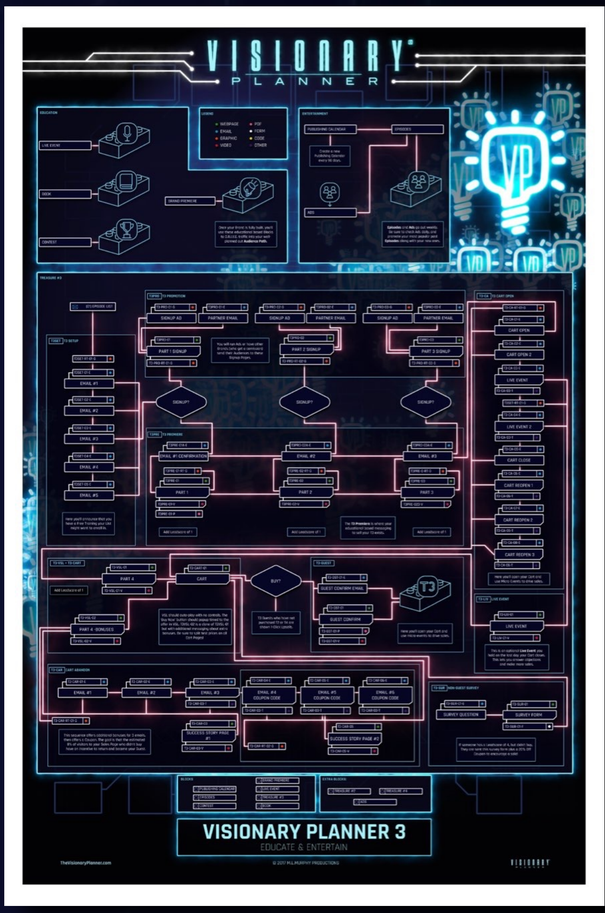

Developed The **Visionary Planner** System

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Step-By-Step
Brand Building

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Visionary Is Anyone With An **Amazing Idea** That **Gives Value** To Others.

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Visionaries

- Entrepreneurs
- Artists
- Writers
- Thought Leaders
- Teachers
- Inventors

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Walt Disney Was A Great Visionary!

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Let's Examine How He Used Stories & Emotions To Attract His Desired Audience

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Use **Building Blocks**

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BUILD YOUR SUCCESSFUL BRAND

VISION & MISSION	1
BRAND EMOTIONS	2
LOOKBOOK	3
BRAND HOSPITALITY	4
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LIVE EVENT	19
TREASURE #3	20
BOOK	21

LEGEND:

DON'T HAVE	VP1
NEEDS WORK	VP2
PERFECT!	VP3

BLOCK #1:
VISION & MISSION

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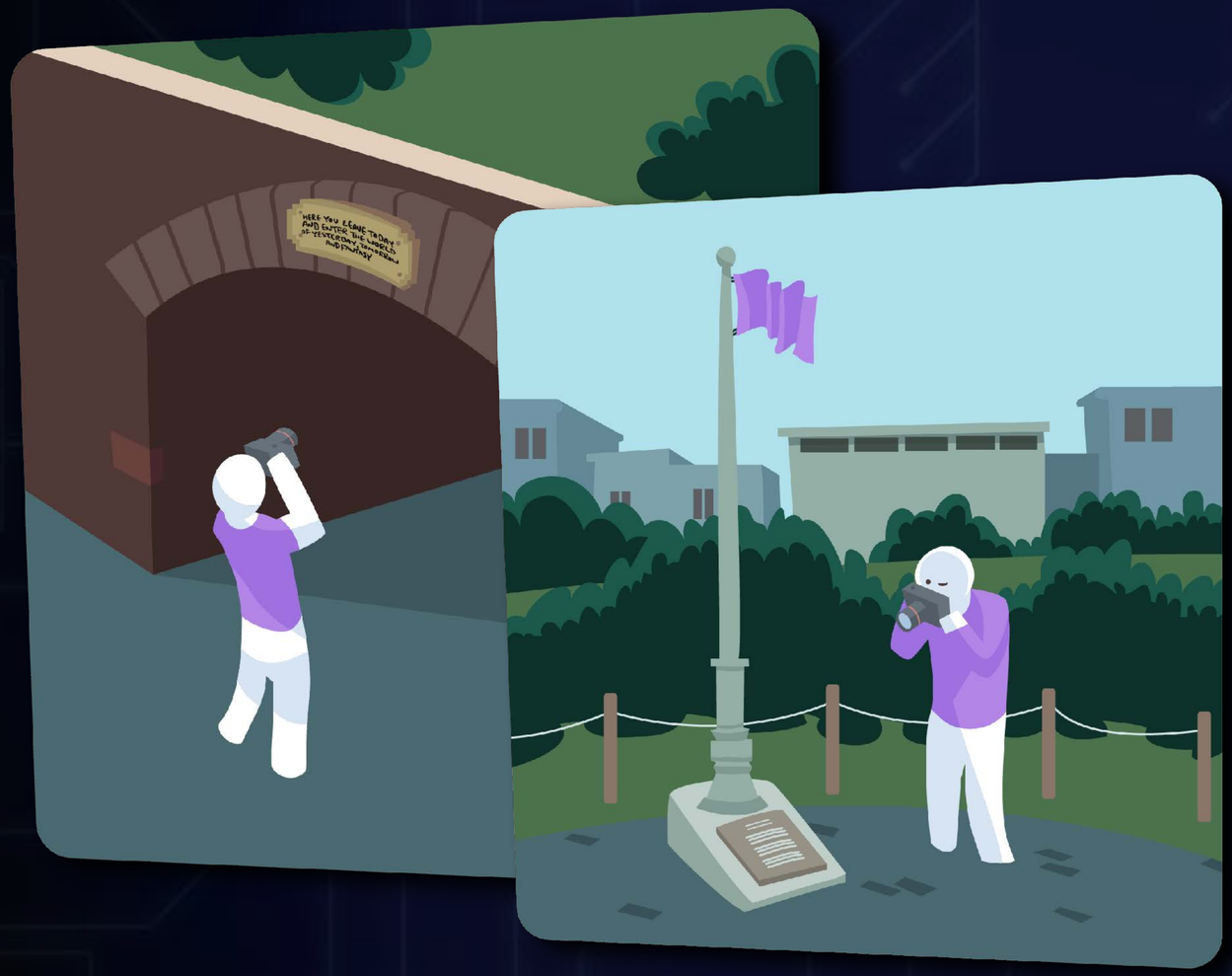

Disneyland

- Entrance Plaque
- Courtyard Plaque

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Disneyland Vision Statement

"Here You Leave The World Of Today And Enter The World Of Yesterday, Tomorrow And Fantasy."

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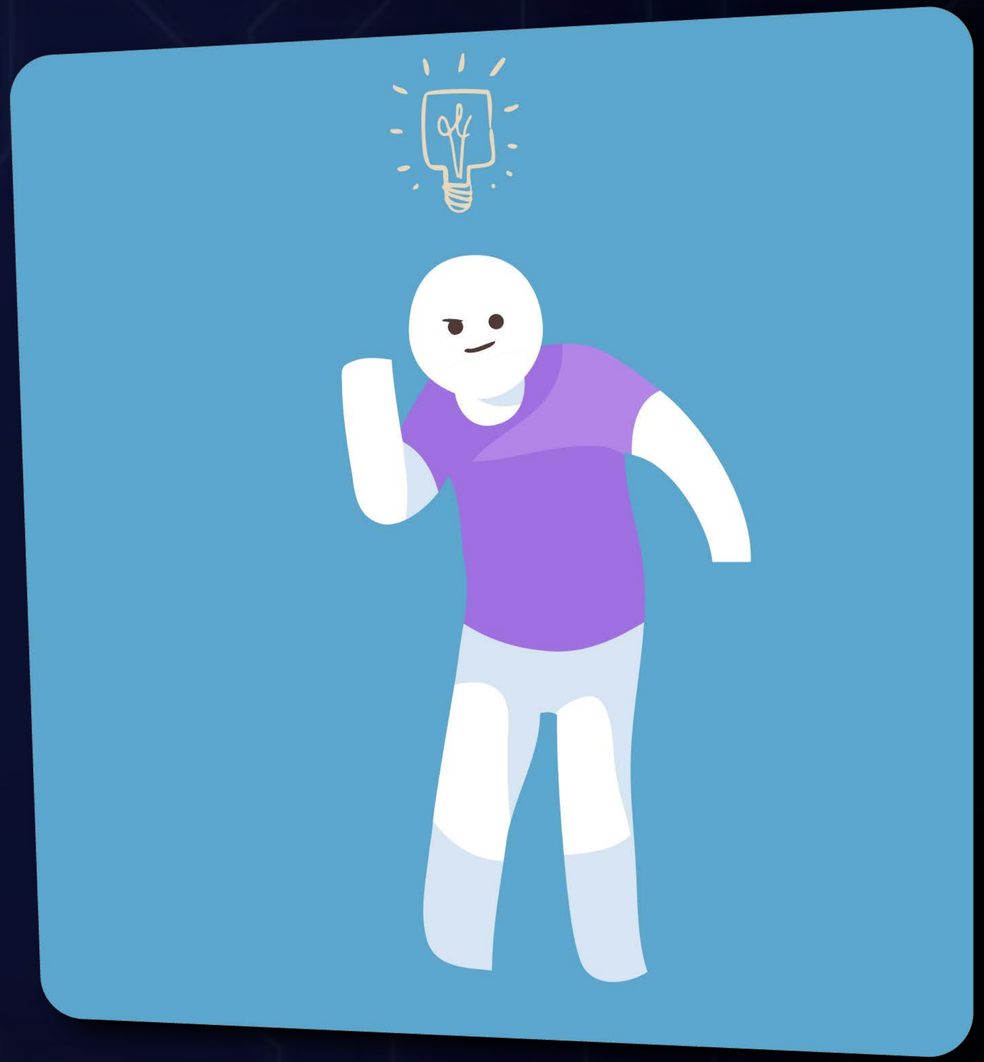
Online Brand:

- Target To Hit
- Clear To Your Audience
- Clear To Your Team



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BLOCK #2
BRAND EMOTIONS

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Disneyland's Brand Emotions:

- Safe
- Magical
- Nostalgic

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Brand Emotions

- **Three Core Emotions**
- **Define** Audience's Emotional State
- **Bond** With Them

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BLOCK #3
LOOKBOOK

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Disneyland

- Different Looks For Lands
- Unique Emotions
- Consistent

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Lookbook

- Fonts
- Colors
- Shapes
- Design Motifs
- Social Media Images
- Product Images

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BLOCK #4
BRAND HOSPITALITY

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Disneyland

- Amazing Customer Service
- Customers Treated **Like Guests**
- Books About Customer Service

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Define Customer Experience For Your Brand

- Refunds
- Questions
- Requests
- Special Surprises
- Contact Person
- Interaction Points

(Social Media, Chat Box, Phone, Help Desk?)

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BLOCK #5
DESIRES

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Disneyland

- **Girls** = Princess For A Day
- **Boys** = Swashbuckling Adventure
- **Moms** = Get Perfect Pic Of The Kids
- **Dads** = Not Going Bankrupt

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- Each Person Is **Unique** And Has A Specific Desire.
- You Need To **Know The Desires** Of Your Audience.

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Desires

The **End Result** Of An Audience's Strong Feelings Of Wanting To **Achieve** Something Or Have A **Positive Experience** That A Brand Can Fulfill For Them.

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A Big Problem...

How To Manage All These Desires Of 50,000 Guests Daily?

Group Them Into Buckets!

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Disneyland:

- Parental Figure
- Son
- Daughter
- Teen
- Nerd

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BLOCK #6
TEACHING MAP

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Disneyland

Maps, Signs And Cast Members **Educate** Guests On How To Best Enjoy The Park.

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Teaching Map = **The Big Steps** An Audience Needs To Reach In Order To Accomplish Their Desire.

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Ex: Dog Training Niche

Start = Disobedient Dog

Goal = Well-Trained Dog

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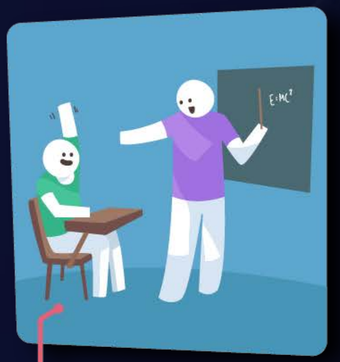
5 STEPS TO MAN'S BEST FRIEND

Admit your dog has issues. 1

Define who your perfect pooch is. 2



Learn skills to help your dog. 3

Consistently train your furry friend. 4

SUCCESS: Man's best friend! 5

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When You Clearly Define Your Teaching Map
You'll Be Able To **Stay Very Focused** On What
Products And Services You Can Offer.

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BLOCK #7
TREASURE MAP

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Disneyland

- **Clear** How Guests Can **Experience** Rides (Treasures)

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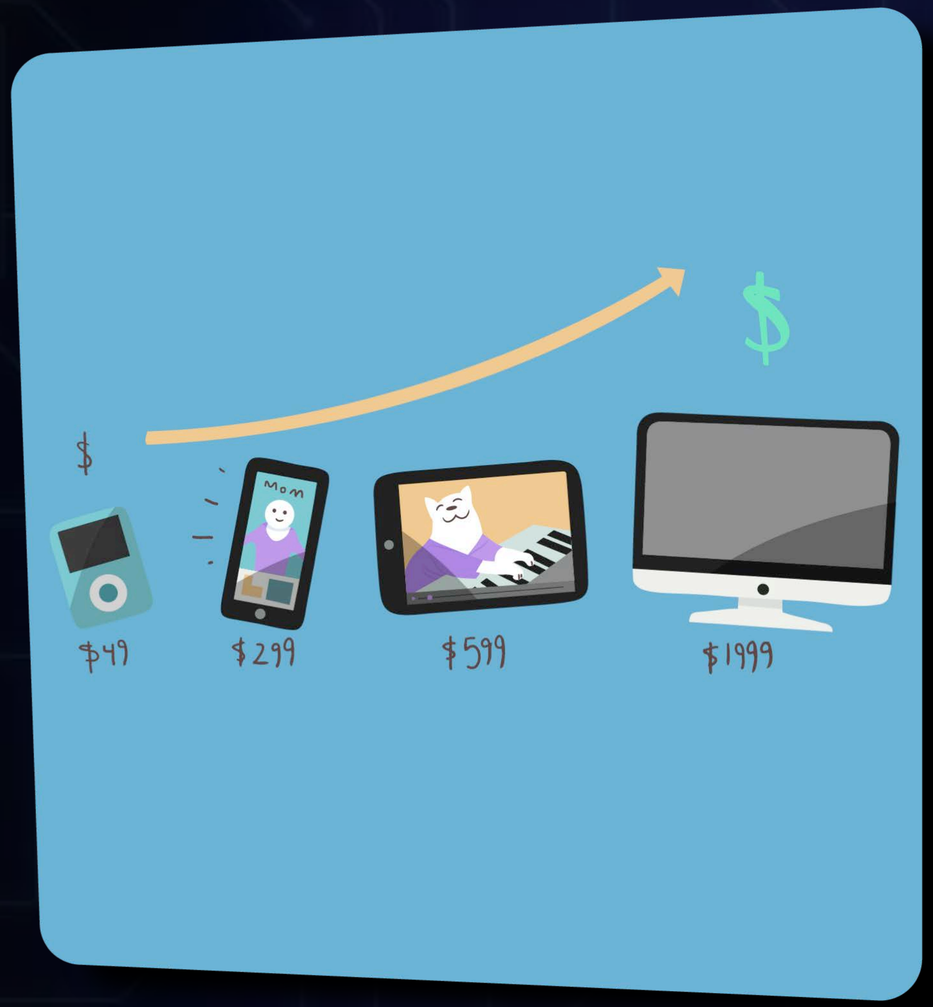

Apple

- iPod = $49-399
- iPhone = $399-$749
- iPad = $599-$799
- iMacs = $999-1999

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7: TREASURE MAP

TREASURES

TREASURE #1

SHORT & SWEET

LOWER PRICE

TREASURE #2

CONTINUITY

MID PRICE

TREASURE #3

COMPREHENSIVE

PREMIUM PRICE

TREASURE #4

SPECIALIZED & EXCLUSIVE

DELUXE PRICE

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Free Offer = Free Treat

Anything For Sale = Treasure

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BLOCK # 8
DESTINATION ARTICLES

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Disneyland = Destination

- Brochures
- Commercials
- Ads
- Word Of Mouth

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Great Content = Destination

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Brochure To Educate & Entertain

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BLOCK #9
FREE TREATS

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Disneyland

- **Long Lines** = Bad Experience
- **Fast Pass System** = Saves Time
- Assures Guests ‘Sample’ The Brand

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Free Treat

- A **'Sample'** Of What Your Brand Can Offer.
- Good Enough That Your Audience Would **Pay For It.**
- **Easy And Quick** To Consume (7 Minutes Or Less).

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Goal = To Grow Audience List

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Best Free Treat Type Is PDF

- Discreet **Access**
- Easy To **Save** For Later
- Include **Videos** For Added Impact

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BLOCK #10
TREASURE #1

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Disneyland

- **Treasure #1** = Simple Rides
- **Treasure #3** = Signature Rides

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Online Brand

- **Treasure #1** = Simple Product or Service
- Tripwire, Loss Leader

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BLOCK #11
SOCIAL MEDIA CHANNELS

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Disneyland

- Creates **Mini-Communities**
- Provide Content Start A **Conversation**
- Lets Fans **Socialize**

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Communities:

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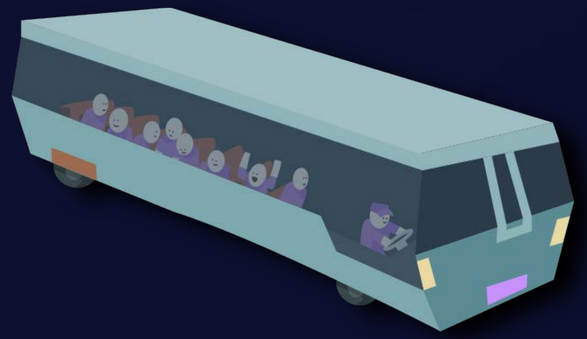
11: SOCIAL MEDIA MEDIA CHANNELS

SOCIAL MEDIA CHANNELS



VISIONARY SITE

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BLOCK #12
PATH ASSETS

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Disneyland

- Entertaining Line
- Sets The Tone
- Builds Anticipation

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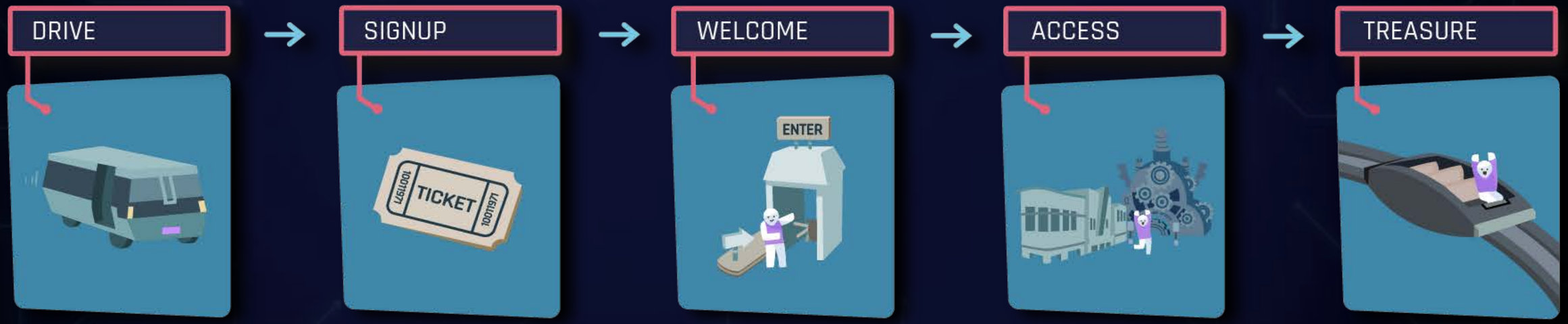
5 Main Elements Of Audience Paths

DRIVE → SIGNUP → WELCOME → ACCESS → TREASURE



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Online Brand

- **Plan Out** Everything
- **Educate & Entertain**
- Be Consistent

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BLOCK #13
PATH TOOLS

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Disneyland

- Railroad
- Train Stations

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Online Brand

- **Easily Transport** Your Audience
- **System Of Messages**

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EMAIL MESSAGES

EMAIL MARKETING SOFTWARE

AUDIENCE PATH WEBPAGES

LANDING PAGE SOFTWARE

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BLOCK #14
VISIONARY SITE

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Disneyland

- Entrance Plaza
- **Gathering Place**

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DISNEYLAND		ONLINE BRAND
Entrance	→	Signup Pages, Sales Pages
Ticket Booth	→	Email Entry, Treasure Purchase
Cast Members	→	Contact Form, Chat Box

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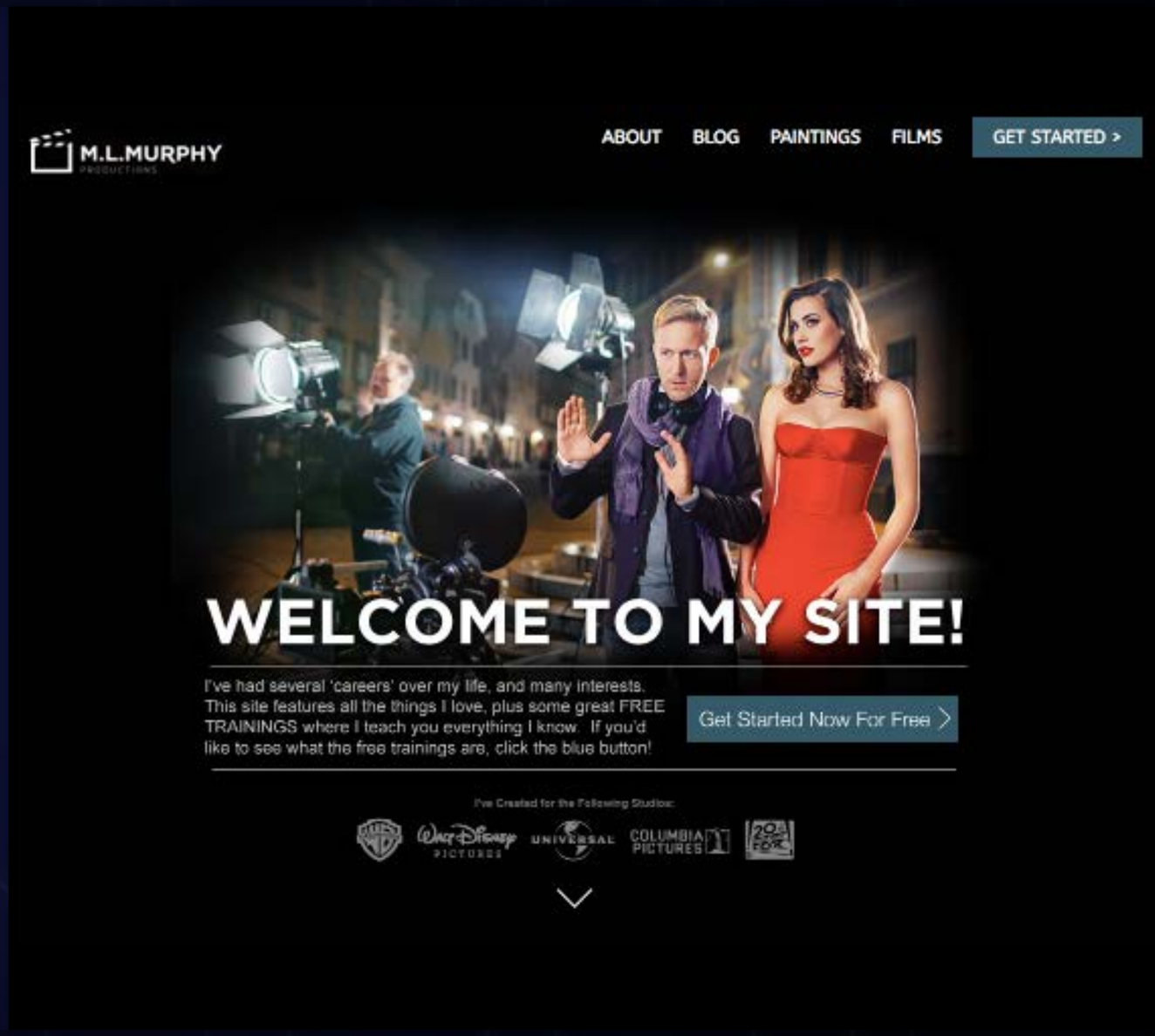
Visionary Site = Hub



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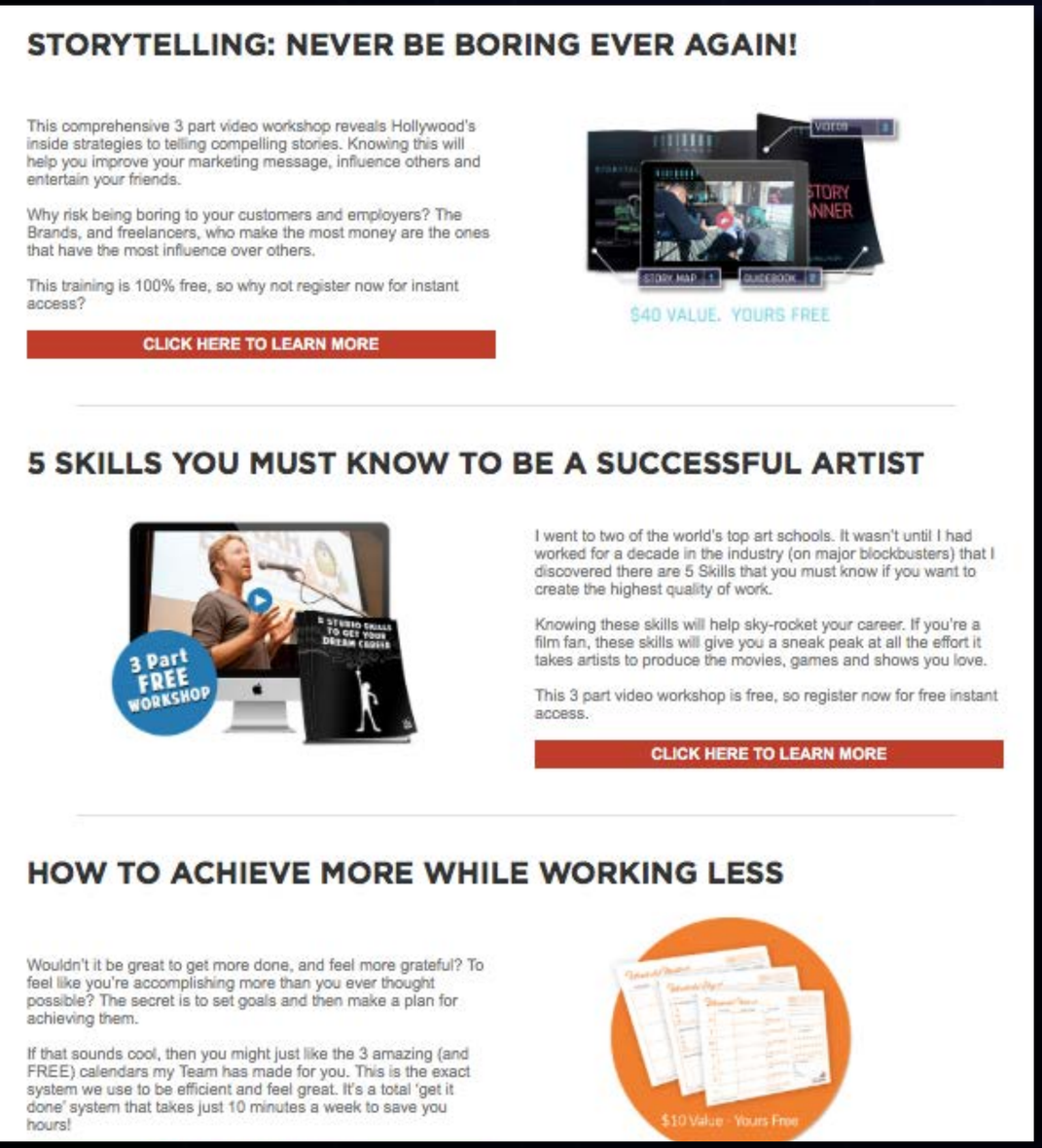

Visionary Site Includes:

- **Social Media** Links
- **Treasures** To Buy
- Access To Treasures
- **Contact** Info

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BLOCK #15
PUBLISHING CALENDAR

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Disneyland

- Parades
- Live Shows
- Character Meet & Greets

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Schedule To Keep It Organized!

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Publishing Calendar

- **Strategically Define** Content
- **Pre-Plan** Events
- Create **Unique Monthly Experiences**
- **Plan Episodes**

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BLOCK #16
EPISODES

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Disneyland

- TV Show In 1954
- **Education** & **Entertainment**
- Viewers Got **Excited** To Visit The Park

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Online Brand = Post Consistent Content

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Episode

- Educate & Entertain
- Sells **Treasure** Or Offer **Free Treat**
- Drives To **Lists**

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BLOCK #17
CONTEST

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Disneyland

- Tv & Radio Stations Give Away Free Tickets

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Online Brand

- Make It **Special!**
- Can **Go Viral**
- Leverage With A **Premiere**

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BLOCK #18
BRAND PREMIERE

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Disneyland

Parades To **Create Awareness**

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Online Brand

- Brand Premiere
- Get Everyone **Interested** And **Take Notice**

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After Premiere Ends:

- A Decent Sized **Audience List**
- **Fans Who Love You!**
- Solid **Guest List**

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BLOCK #19
LIVE EVENT

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Disneyland = Live Shows

- Piano Player
- Fantasmic
- Jedi Academy

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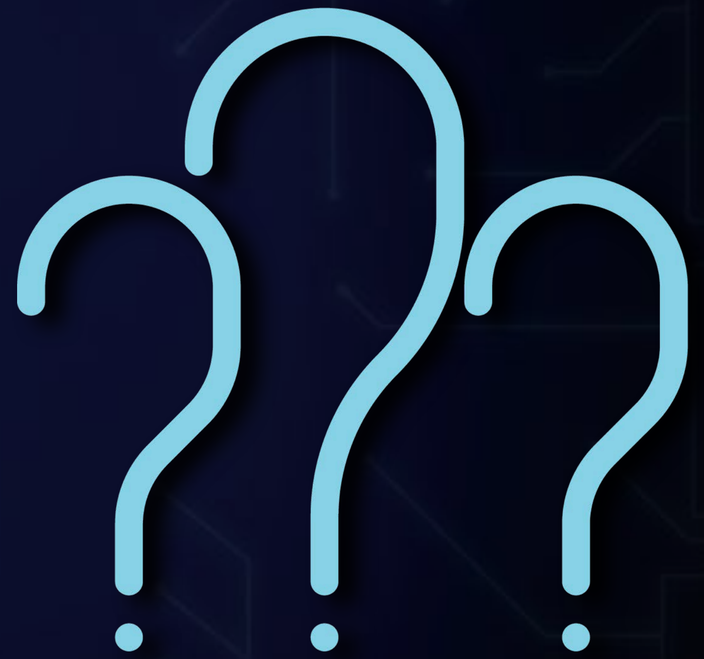
Common Thread?

- Performers **Captivate Attention**
- Audience **Spends Money**



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Online Brand

- Webinar
- Seminar
- Chat Room
- Live Streams

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Live Event

- Share Your **Story**
- Create A Greater **Sense Of Community**
- **Interact!**

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BLOCK #20
TREASURE #3

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Disneyland

- Thrill Rides
- More Thrill = Longer Lines
- If Lines Equated To Money, Thrill Rides Would Cost The Most!

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Online Brand

- **Signature** Product
- **Premium Price**
- **Comprehensive** Training
- Accomplish **One Specific Task**

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BLOCK #21
BOOK

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Disneyland

- Low Priced **Souvenirs**
- Audience Relives Memories
- Can Share With Others

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Online Brand

- A Book
- Authority
- Sample Of Content
- VP System Helps Do This On Autopilot

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WRAP UP

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Total Clarity On The 21 Blocks To Create A **Powerful** And **Beloved Brand!**

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Build A Brand That:

- Gives You **Passive Income**
- Builds Your **Authority**
- Helps Leave Your **Legacy**

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