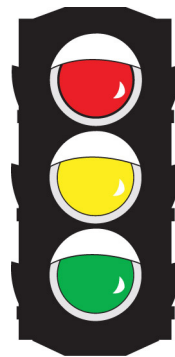


an entrepreneurial

**SPECIAL REPORT!**



**STOP Marketing**  
(for now),

**START Branding!**

*Define it. Create it. Build it.*  
**PROFIT!**

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A SPECIAL REPORT  
For Entrepreneurs with  
a relentless desire to  
become "Mega-preneurs!"

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By the brand-building  
perception experts from:



*elevating conscious branding in business®*

## Welcome to this special report entitled: **STOP Marketing (for now), START Branding!**

We want to thank you for investing the time in reading this REPORT. We believe this report is critical to any and all ENTREPRENEURS whether they consider themselves small or medium-sized, BtoB or BtoC -- building your brand in a conscious, strategic, and deliberate manner is the SECRET to your sustainability.

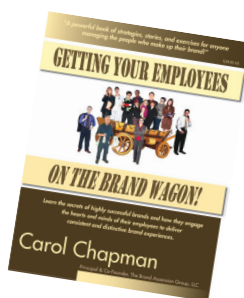
As as you may have guessed from our title, building your brand from the INSIDE OUT does not involve your marketing budget. It is only **after** you have done the “due diligence” in DEFINING, CREATING AND BUILDING YOUR UNIQUE BRAND, will you want to expend dollars and energy to a relevant marketing campaign schedule -- if you **even** need to.

*First, we want to share with you briefly about The Brand Ascension Group.*

With a combined 50+ years of business experience, we’ve helped numerous companies from Fortune 500/global to small entrepreneurial businesses:

- Dramatically reduce their marketing expenses, and create a relentless “no cost” sales force out of their current customers
- Define their own unique Brand DNA (genetic code of the business) and translate that into relevant behaviors that “Wow” their customers
- One client, in particular has realized a 113% increase in their bottom line profitability within 12 months due to their highly targeted brand building actions resulting from our methodologies.

We’ve also authored two very practical **e-books/workbooks** written for the entrepreneur: *The 6 Myths of Small Business Branding*, and *Getting Your Employees on the Brand Wagon*. Customers who have bought and worked through these books say they are very streamlined and especially love the practical brand building exercises that they’ve applied and have begun to experience immediate results.



[www.brandascension.com/  
Elevation\\_Products.html](http://www.brandascension.com/Elevation_Products.html)

Now we want to share what we want you to walk away with from this SPECIAL REPORT:

As consumers, we all want to know WHAT’S IN IT FOR ME!

What we want you to walk away with today from this SPECIAL REPORT is:

- 1) An breakthrough understanding of the difference between MARKETING and BRANDING and why it’s important to YOUR bottomline!
- 2) The secrets of the most powerful attributes of a successful brand and how important these are to:
  - consciously (we repeat, CONSCIOUSLY) building your brand at both an internal and external level
  - and by doing so, delivering on the promise you commit to your customers.

- 3) And finally, some stunningly simple actionable items you can use to begin experiencing immediate results towards building your brand.
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So, let's get RIGHT into this!

We bet you are interested in knowing why we are advising STOP MARKETING (for now), and START BRANDING....As we go through this teleseminar...the reason will become very clear, but before we go any further, we have to explain the difference between Marketing and Branding. So, when most people think of the term Branding they often associate it with the term 'Marketing.' What IS the difference?

Knowing the difference can **translate to rapid growth** and maximizing your efforts and the dollars you spend on building your brand. That is why so many companies, particularly smaller to medium sized companies need to better understand the nuances and distinct differences of *Marketing* vs. *Branding* and leverage both to their advantage.

Let's define the two...

### **Marketing vs. Branding**

**Marketing** is the act of communicating the message of your brand – spreading the word. It is all about the creative vehicles you utilize to leverage the message (e.g., print ads, electronic ads, trade shows, press releases, website, brochures and business cards, direct mail campaigns, etc) even word of mouth marketing through your customers.

On the other hand, **Branding** is the process of creating and living the message of your brand. So Branding is an active process. When you think about your brand – it not the logo or tagline but rather it is a perception in the minds of your market and that perception is the result of the branding process you implement, and how you deliver a memorable brand experience.

So marketing and branding are truly distinctively different, but the two work hand in hand. This is where most small businesses confuse the two, because they think marketing is branding. The 6 Myths of Small Business Branding ebook gets into this concept much more deeply and includes some exercises to take your business through that will make this concept much more clear and applicable to you.

Now, the point here is that if you don't have **your message clearly defined** and a consistent practice in place through the process of branding that affirms your message, then you will spin your 'marketing wheels' and waste valuable dollars. Our advice...? Stop marketing, at least for now, and START BRANDING by getting crystal clear on the message you want to convey to your customers and start living it, OVER and OVER and OVER AGAIN.

So, you realize now that without being clear on your (brand) message, it's like putting the

cart before the horse.

Here's an interesting statistic on marketing...it has been reported that

***40% of your marketing dollars are wasted, because employees unwittingly undermine the promotional promise. (...because they are unaware of it.)***

*(Noted by:--David Barrows, The Design Agency, UK)*

draw here:

Can you afford to waste 40% of your marketing budget? Let's understand the difference there between Marketing and Branding through an illustration.

**EXERCISE:** Use the space on the left side of this page...

- Draw a wavy line across the middle of the page, indicating the surface line of the ocean'
- Picture an iceberg in your mind. Think about this iceberg as YOUR BUSINESS.
- Now draw the iceberg (drawing skills) where the tip of it is exposed above the ocean surface and the larger part of it is beneath the surface.
- On the exposed part, above the surface, write "External: Marketing activities" – again this is all the external activities you do to promote your business and which your customers see...e.g., Advertising, Trade Shows, PR, Web Site, Logo look & feel, collateral
- Below the surface, write "Internal: Branding activities" – these are things your customers experience when they do business with you and they start at the internal level with your employees. e.g.:
  - How do your employees speak to one another and your customers?
  - How do they work together as a team to deliver on your brand?
  - Are they knowledgeable of your products and services;
  - Are they happy? Work ethic "Happy employees, happy customers"
  - How do you nurture your customers?
  - How do you troubleshoot and resolve issues with your customers?
  - Do you have a referral or customer loyalty program?
  - What type of warranties/guarantees do you have?
  - Are your products available and immediately deliverable?
  - What specific procedures and operational practices to you have in place to deliver consistently and without fail?
  - Do you have standard orientation and training programs for your employees?

Think of this iceberg illustration as **YOUR BUSINESS** – most of the work is in creating the BRAND EXPERIENCE and starts at the internal level. – with your employee culture, systems & processes and how you service and nurture your customers.

It's important to note that all these things beneath the surface (internally) match what your (external) marketing messages promote. So, creating and living the message to build a powerful brand must be approached in a conscious, deliberate and holistic way that starts

from deep, below the surface of your organization.

So, starting deep with your organization, ask yourself the following questions:

- 1) Do you have a clearly defined Brand Promise? (Pause...do you even have a brand promise?) This is an internal commitment that you and your employees promise to deliver to your customers. Think about WHOLE FOODS PROMISE which is: WHOLE FOODS, WHOLE PEOPLE, WHOLE PLANET!
- 2) Do your company's core values and behaviors reflect your brand promise, like those of Whole Foods?

The WHOLE FOODS BRAND PROMISE is all about how they are consciously contributing to the environment and the communities in which they operate.

Their brand reaches far beyond just being your typical food retailer. For example, one of their CORE VALUES is *Delighting Customers*. How do they translate that value into behaviors?

- They consider their customers as the most important stakeholder in their business and lifeblood of their brand.
- They endeavor to go to extraordinary lengths to delight customers. They knew the difference between two different homeopathic remedies and helped me choose what was best for me. This led to me purchasing the right product. I was astounded by the depth of their knowledge.

So, we want you to ask yourself, how are YOUR VALUES translating to how you are showing up as a brand? Commit yourself right now -- to take the necessary steps to ensure you and your employees act according to your values with one another and your customers. Does this mean starting from scratch and inventing and agreeing on what those values are? (See *IGNITE YOUR BRAND DNA PROFIT ENGINE* online webinar training course information at the end of this *SPECIAL REPORT*).

So, if Branding is creating and living the promise, then, it can't be an afterthought when your goal is to grow your business...it must be a **conscious, strategic** process embedded in your everyday business practices and consistent with YOUR brand's message. Just ask yourself, "what happens when we don't live the brand promise we have created?"

That's a great question. Think about what happened to ENRON and ARTHUR ANDERSEN! Both companies **espoused** a set of values and promise but didn't live up to them. Those are unfortunate situations that led to the demise of these companies and subsequently negatively impacted their employees and all stakeholders.

The point here, EVERYTHING you do in your business has a Cause/Effect Relationship. Which means:

***"Everything you do in your business either contributes to or takes away from the perception others have of your brand?"***

-Brand Ascension Group

That's right! Let's go a bit deeper to help better illustrate this point. Say for example one of your core values is INTEGRITY. If this is truly your core value it must be demonstrated by ALL employees.

### **HOW DO YOU DO THAT?**

1. First, make sure your employees are absolutely clear on what you mean by integrity; don't expect everyone to have the same interpretation, so create specific definitions and provide examples for them.
2. Second, create practices within the business so your employees will live it in their actions. For example, if integrity is important to you, how does it show up in how your employees act toward one another and how they treat your customers?

Depending on YOUR core values, ASK YOURSELF how do they show up in your processes and how you deliver to your customers **day in and day out without fail?**

So if EVERYTHING you do either contributes to or takes away from your brand, how can businesses ensure they are on the positive side of the equation?

Well, there are three critical characteristics that highly successful brands have in common, that, if actively paid attention to, can positively affect how your brand is perceived by your customers. Not to mention, by paying attention to these three characteristics or critical factors, you can realize many benefits such as:

- Decrease Price Sensitivity – (Remember the Whole Foods example?)
- Increased Brand Insistence – Ex: Global Performance, a design and manage major construction projects
  - Started in 1999 with “0” revenues
  - As of 2006 their revenues were 125M
  - Experienced a 3yr growth of well over 2,000%
  - Why are they growing? Repeat BUSINESS, last year they experience over 90% of their sales were from EXISTING CUSTOMERS ---
  - What are values? Customer Satisfaction and RELATIONSHIPS!

It seems simple, but it does take time and diligence in first identifying those core values that ring true with your company, and then creating the behaviors that support those values throughout EVERY aspect of the company.

We are ready to reveal the 3 most powerful characteristics of a successful brand, but before we reveal those characteristics, we like to ask everyone one key question....

Think about this and write it down...

**”What is the **one word** or phrase you want to ‘**own**’ in the minds of your market?”**

Is it OVERNIGHT? like for EDEX, SAFETY as if you were VOLVO, or FANTASY because you are DISNEY (90% of the American population associates the word ‘Fantasy’ with Disney! That one word or phrase is key for you to get absolute clarity on. But also



We highly recommend if you are serious about building a solid brand foundation -- you consider our **IGNITE YOUR BUSINESS BRAND DNA** online webinar – to get deep into discovering your brand through all its facets. And definitely make sure you are signed up for our newsletter – you will receive information on all our upcoming workshops including the **Brand DNA**.

know there is so much more to building a brand – this key word is just a portion of what your brand is all about.

So let’s reveal the first of three characteristics THAT SUCCESSFUL BRANDS exemplify:

## The first is Relevance. What is Relevance?

*RELEVANCE is when your employees’ behaviors and actions reflect your brand, and match your marketing message.*

Wow!...knowing this is so transformational for businesses when they decide to truly get their arms around this, because it leads to attracting and RETAINING customers to your brand.

So, touching back on the point of core values, what values do you hold dear and live up to that reflect your **brand promise**?

Do all your employees understand these values and how they need to behave to be consistent with these values?

Remember the example of Global Performance? Just what kind of behaviors did they have to show in order to live their value of Relationships?

Well, because of this value, they set up a system for all team members on the project to report every 48hrs on their specific tasks. Sounds tedious for most, but this integrated approach enabled effective project management and communications between them and their client teams – hence, reducing the potential for project errors, miscommunication and missed deadlines....resulting in building a factory for Honda in a record 14 months. This laser-focus on Client Satisfaction and Relationships is what they attribute their phenomenal success to.

Here’s an action item for yourself! Write this down.

- If you haven’t already identified and defined your top 4 core values, make a note to complete this task by the end of this week.
- Then communicate these core values to your employees, what these translate to in terms of acceptable behaviors and ask them keep these top of mind in their everyday interactions with one another and your customers.

**Here’s a great example:** In an industry where the product is considered a “commodity,” one of our clients, a state-of-the-art tanning salon, went through our Brand DNA process and dug deep into their core values (of people, loyalty, passion and excellence) – all of which they thought hard on to develop a brand promise of: “Simply Mind-Blowing Experience.”

So, in essence, they wanted “own” the term “mind-blowing” in their local market! They decided to put that **stake in the ground!**

They now use that as their foundation in creating internal employee behaviors that are designed to “wow” their customers at every touch point. Now, their customers have become a “no-cost sales force” – in fact, 86% of their business comes from referrals! How many of you would like that no-cost brand building strategy?

The point is your BEHAVIORS must match YOUR core VALUES. The truer you are to YOUR brand the more authentic you are and the more you will attract and retain the right customer. Remember, NO brand is universal! (Which is one of the 6 Myths of Branding – featured in our downloadable EBook – with Audio narration)

So, get clear on your VALUES and the one word or phrase you want to own in the minds of your market. Translate those into tangible behaviors that are relevant to your unique brand.

Now, let’s get to the 2nd characteristic of a successful brand...

### **The second most Powerful Characteristics is CONSISTENCY.**

*Brand CONSISTENCY is showing up the same way every time, walking the talk, and reflecting what your brand stands for.*

How do you show up CONSISTENTLY every time? (e.g., Think about Macaroni Grill’s servers who are trained to greet their diners with a verbal and written greeting using several crayons at once writing their name upside down and backwards...creating a memorable 1st impression.) What standards have you established to show up CONSISTENTLY in every customer interaction? What do your customers see, hear, touch, taste, smell and intuit that create a CONSISTENT experience AND EXPECTATION with your brand?

For example, for those of you who fly and have had the opportunity to fly Singapore Airlines. Well, they have capitalized on a specific botanical floral scent which they have patented. They infuse this scent through their cabins and in the towels they provide all passengers upon entry and being seated in the cabin. Their flight attendants wear this floral scent as a perfume too. The scent was specifically designed to create a calming effect on passengers during their flight experience. This is just one of the senses that they capitalize on including sight, sound and touch – from the look, feel and calming Asian music.

We’d like to share a global branding study on consistency:

According to a 2007 global study of branding experts; 36% cited CONSISTENCY as the most critical aspect of branding out of 26 factors. Only .8% (less than 1%) cited Marketing as a critical aspect! – NOTE: 2007 Brand Marketer’s Report – Interbrand

### **Here’s an exercise we’d like for you to try to help you focus on CONSISTENCY.**

EXERCISE: Write these two ‘touch points’ down

1. Phone greeting
2. Customer problem resolution

On your sheet of paper and after this call...

First, think about how you show up consistently or inconsistently though each of these behaviors.

Second, write how you might begin showing up more consistently and how that will affirm the one word you own in your customers mind.

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How you show up consistently in the various facets of your business...from how you answer the phone, to how all aspects of your physical location shows up, what customers see, hear, taste, touch, smell and intuit must be true to your brand. How many of you have visited a franchise business, and in one location you experienced superb service and in the next location – the exact opposite?

*Carol, Principal & Co-Founder, The Brand Ascension Group shares a story:*

“I used to work for a company that was heavily franchised and we had issues left and right from one location to another with a lack of consistency in managing how franchisees delivered on the brand promise. It was inconsistency that really created a “disconnect” in their customers. It is VERY difficult to grow and sustain your brand without consistency!”

Let’s share a great example of consistency, we’re talking about Oprah. Everyone knows Oprah. She’s a household name. Oprah is the Queen of Consistency not to mention her market influence is incredible! **Thirty million people totally trust her.** What really stands out: about Oprah’s brand are her **straightforwardness, soulfulness** and **social initiatives**. You hear it in her voice; you see it in her face and the expression in her eyes. Her whole focus is to help people lead better lives...through everything she does.

Here’s another example of her consistency. Oprah’s Angel Network – is a private foundation supporting organizations in the U.S. and around the world. One initiative in particular was helping 50,000 children in South Africa with donations and gift packs from various providers covering (shoes, books, book packs, food, toys, etc). This initiative generated \$5.1MM dollars from viewers, \$7MM from celebrities. Wow, that’s over \$12M dollars!

The point here is that NO ONE would donate that kind of money if they did not trust Oprah and know that she would consistently follow through on her promise.

Here is a great, memorable phrase about Consistency from Brand Sense, by Martin Lindstrom:

***CONSISTENCY builds TRUST, trust creates HISTORY, history builds TRADITIONS, and traditions form RITUALS! When your brand becomes a RITUAL***

You have reached the ultimate brand level when you’ve become a ‘RITUAL’ in the minds of your market: consider Macintosh, Harley Davidson, Starbucks!! There’s no reason in the world why your brand can’t become a ritual. You can start to get there by focusing on being CONSISTENT!

Now, we mentioned earlier the term ‘Brand Promise’ – this is a promise that you AND

YOUR EMPLOYEES commit to deliver to your customers at every touch point. Our Brand DNA workshop walks you through the entire Brand DNA building process so you can create a brand Promise and elevate your brand through CONSISTENCY. We touch a bit more on this at the end of this SPECIAL REPORT.

Now, we are ready to reveal the third and final characteristic of a successful brand...

And now last but not least, the 3rd most powerful characteristic is **DISTINCTIVENESS**  
*Brand DISTINCTIVENESS is about standing out uniquely and decidedly different from your competition, and reflecting the uniqueness of your brand.*

Is your brand DISTINCTIVE in the minds of your customers? What behaviors set you apart from others offering similar services? What do your customers take in through all their senses that creates and affirms that memorable DISTINCTION and in their minds. Not only that, once you have leveraged relevance and consistency and then create distinctiveness with your brand in the minds of your customers this all leads to the ultimate emotional connection with your customers. Once you've created the emotional connection, that's when you really begin to form a bond with your customer.

This makes us think of brands like Apple, Whole Foods and Google. And speaking of Google, we'd like to give some examples as to what this company is doing at the internal level to create a DISTINCTIVE employee culture and create a strong emotional connection to their employees! By the way their brand promise is "Do no evil!" this means they believe in constant goodness for everyone. Here are some TRUE examples of what they are doing internally for employees that will blow you away!

- provide a \$2,000 allowance to anyone purchasing a hybrid car
- provide \$500 in food preparation for new parent employees
- offer \$30 full hour massages right on campus!
- offer FREE gourmet breakfast and dinner on campus (several cafe's and restaurants for employees to indulge!)

This company truly understands what their most important asset is – their PEOPLE!! Granted these companies are huge (now) and can afford these types of amenities, but we want you to think of something suitable **you can** do – small special things to create that emotional connection with your employees.

And we are also 'chomping at the bit' to share another example of Distinctive! Southwest Airlines. What are they most known for that sets them apart from their competitors other than the fact they are about the only profitable airline in the U.S is how they show up distinctively? They do it through their personality as an airline. Their distinctiveness starts at the top with their leadership team. They empower and encourage their employees to be themselves and express their individual personalities. What they are most known for is their sense of humor and how they use this to conduct themselves and engage their customers.

Yes, in fact one pilot is known for saying “We’re sorry for the delay, but it seems that the machine that smashes your luggage is broken. So, we’ve had to resort to smashing it by hand.” That was his way of injecting humor into a situation where he knew passengers were getting frustrated. The entire cabin cracked up and it helped to alleviate the tenseness of the delay. Also, Herb Kelleher (Former CEO) was known for dressing up like Elvis when he came to the office. This behavior reflected a distinctive personality that permeated the entire organization.

We are aware that not everyone who flies appreciates what the Southwest brand has to offer...which is low fares, no frills, etc., however, that’s not the point...what’s important is they are distinctive in their category.

That reminds us of what some of our current clients are doing....

One of them recently experienced our Brand DNA process. They invented an internal behavior that is now permeating out into their customer environment. They created a ‘Brand Shake’ – it is a branded hand shake specifically designed to exemplify the essence of their brand. This brand shake is now being used as a collaborative greeting, team and spirit-building behavior within the office environment – they now use the brand shake with their customers to create a fun way to relate to them.

So there you go, we have provided a few examples on how brands are finding ways to create experiences that are focused on not only their core brand values but how these overall experiences are showing up:

## ***Relevant, Consistent and Distinctive!***

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To summarize the key points in this SPECIAL REPORT, focus on four key actions:

**STOP MARKETING**, at least for now, until you are CRYSTAL CLEAR on the brand message you want to convey to your customers.

- Identify and define your 4 top core values
- Define that one word or phrase you want to “own” in the minds of your market which is the core essence of your brand, and
- Include every employee in the understanding of your Brand and to show up Consistently, Relevantly, and Distinctively – work on those action items we suggested for each characteristic and implement your ideas.

Do this to get you thinking about your brand in a different way than you have ever done before, and you’ll experience amazing results.

Now you can see that **creating** and **living** the brand message cannot be overemphasized. Conscious branding is a proven way for any business when it is approached in a deliberate and holistic way to show up relevantly, consistently and distinctively in the minds of your market.

We don’t want to let you go without giving you some solutions and tools to begin defining

and building your brand experience...

So, all of you out there on the call, your obvious questions are – how do I start? Where do I begin to brand my business?

You've spent 45 minutes or more already learning some key information. The question is, "How will you accelerate the process to *achieve lightning speed results?*"

We have an answer and thank you for indulging us a few more moments to answer that question!

As we mentioned earlier we have a proprietary **Brand DNA** step-by-step process to define and accelerate the growth of your brand so that your marketing dollars deliver HUGE returns on your investment. We know you are extremely busy entrepreneurs, so we are offering this session in a VIRTUAL (online) web-based environment right from the convenience of your computer!



INTRODUCING THE  
***IGNITE YOUR BUSINESS BRAND DNA Online Webinar,  
4-Course Training Program  
Designed specifically for Entrepreneurs!***

This program is being offered over a consecutive 4 week period in 4 (1 ½ - 2 hour) segments using the latest web-based technology. This session is valued at \$1,295 (repeat One thousand, two hundred ninety-five dollars!) which is our regular price for this online program in a group environment. Now for a limited time through midnight tomorrow night, you pay only \$495– better than 60% off (\$800 off!) our normal price through 2007.

- Best of all, your employees can take part in the program right there with you in front of your computer screen.
- This segmented format allows you and your team to digest the information, work through the exercises, and apply them to your brand before moving on to the next session.

***YOUR WIIFM! At the end of the IGNITE YOUR BUSINESS BRAND DNA online webinar course, you will:***

- Get LASER-FOCUSED on your unique Brand DNA and Brand Promise to create a consistent, relevant and distinctive experience for your customers and grow your business EXPONENTIALLY.
- Have a step-by-step plan resulting in tangible outputs to include external marketing strategies, such as Blogs, Customer Continuity and Referral Programs.
- You'll have complimentary online ACCESS TO US through email and phone during the entire online program.
- If for some reason, you miss a session, we will have it PRE-RECORDED, so you won't miss a beat.
- This is a sophisticated level web-based technology – the sessions will be highly interactive and collaborative in an online, yet intimate environment, as we are



“In March, the work began to redefine who we were and how we wanted to ‘show up’ to our current and future customers.

We started with a comprehensive brand assessment of the company followed up by a BRAND DNA session. This clearly set the ground work that would set Solar Wavz apart from any other competitor. We developed our Brand Platform and Brand Promise which set the standards and helped lay the blueprint for our future....It was ‘simply mind-blowing’!

Bart Hanks, CEO, Solar Wavz, LLC

limiting the session to 20 participants.

- It’s worth mentioning that many of our national, larger clients have paid in upwards of \$25,000 for this methodology and private facilitation process!
- This program comes with a downloadable Brand DNA workbook for note-taking and exercise completion and continual reference.
- Following completion of the program, each of you will have an educated support network of graduated Brand DNA entrepreneurs from which to draw on each person’s experience and insights.

Act now, because there is limited space. We only have 20 seats available per full 4-course program. First come, first serve -- mark these dates January 7th, 14th 21st and 28th – all Mondays at 3PM Mtn time. Start off 2008 by committing to building YOUR brand. Our prices WILL INCREASE IN 2008.

When you go to [www.BrandAscension.com/Elevation\\_Products.html](http://www.BrandAscension.com/Elevation_Products.html), there will be an opportunity for you to purchase our virtual (online) Brand DNA session at our special rate of \$495 – better than 60% discount off our normal 2007 rate of \$1,295 (only through 2007).

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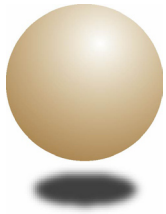


Sign up for our monthly “elevation!” e-newsletter - full of revealing tips, strategies and articles on building your brand consistently, distinctively, and relevantly!

FREE! [www.BrandAscension.com/Newsletter\\_Signup.html](http://www.BrandAscension.com/Newsletter_Signup.html)



*elevating conscious branding in business®*



# executive summary

**The Brand Ascension Group** is a multi-faceted, experiential branding-building firm. We help businesses:

- Get **laser-focused** on what they stand for and “Walk their talk”;
- Discover the **stunningly-simple secrets** to dramatically reduce their marketing costs and grow their bottom-line at lightning speed;
- Create an enduring **brand love affair** with employees and customers that turn them into **world-class sales** champions.
- And, of course, **ASCEND** their brand!

Through our revolutionary and proven methodologies, we educate our clients on the power of human perception. With our multi-sensory approach we help them discover how to implement **consistent, relevant, and distinctive** behaviors that affirm and transform the perception others have of their brand. After all, **perception is REALITY!**



Our work with clients consists of extraordinary brand building tools and methods to help businesses elevate their success through practical, conscious brand-building practices; where every thought, every action and every decision by every employee within the business supports what the brand stands for. This creates explosive energy to win their customers for life and catapult their success.

With a combined 50 years of business experience, Suzanne Tulien and Carol Chapman, key principals and cofounders of The Brand Ascension Group are leading a new generation of business entrepreneurs. They bring a unique mix of skills to partner with organizations to build their brands by design, not by default.



*elevating conscious branding in business®*