



The Basics of Branding

Learn What This Critical Business Term Means and How You Can Establish One For Your Company

Branding is one of the most important aspects of any business, large or small, retail or B2B. An effective brand strategy gives you a major edge in increasingly competitive markets. But what exactly does "branding" mean? How does it affect a small business like yours?

Simply put, your brand is your promise to your customer. It tells them what they can expect from your products and services, and it differentiates your offering from your competitors'. Your brand is derived from who you are, who you want to be and who people perceive you to be.

Are you the innovative maverick in your industry? Or the experienced, reliable one? Is your product the high-cost, high-quality option, or the low-cost, high-value option? You can't be both, and you can't be all things to all people. Who you are should be based to some extent on who your target customers want and need you to be.

The foundation of your brand is your logo. Your website, packaging and promotional materials--all of which should integrate your logo--communicate your brand.

Brand Strategy & Equity

Your brand strategy is how, what, where, when and to whom you plan on communicating and delivering on your brand messages. Where you advertise is part of your brand strategy. Your distribution channels are also part of your brand strategy. And what you communicate visually

and verbally are part of your brand strategy, too.

Consistent, strategic branding leads to a strong brand equity, which means the added value brought to your company's products or services that allows you to charge more for your brand than what identical, unbranded products command. The most obvious example of this is Coke vs. a generic soda. Because Coca-Cola has built a powerful brand equity, it can charge more for its product--and customers will pay that higher price.

The added value intrinsic to brand equity frequently comes in the form of perceived quality or emotional attachment. For example, Nike associates its products with star athletes, hoping customers will transfer their emotional attachment from the athlete to the product. For Nike, it's not just the shoe's features that sell the shoe.

Continued on Page 4



Weekly Newsletter

www.prospectorsclub.com

July 30, 2015



WE ARE AT DEER CREEK CC - 7300 W. 133RD ST., OPKS. MEET UP AT 7 AM; BREAKFAST AT 7:25; SPEAKER AT 8 AM.

SPEAKERS SCHEDULE

See Page 2

REFERRALS, IDEAS, SUGGESTIONS, AND "POSITIVE REINFORCEMENTS"

Tyler Webb, DDS with Bert Oettmeier, DDS.

See Page 3

THANK YOU'S
See Page 8



UPCOMING SPEAKER SCHEDULE

Here is a list of our upcoming speakers. Please note some events are evenings or away from Deer Creek CC.

ARE YOU INTERESTED IN JOINING PROSPECTORS?

Give Chris Pickering, our Membership Chairman a call at 913-647-9019 or email at cfp@pickeringlawfirm.com before you visit our group so we can make sure there are no category conflicts with our current members.

July 30 – Brad Twigg of Grandview Animal Hospital at Deer Creek CC.

Aug. 6 – Ed Hutchison of Frechin Pest Control at Deer Creek CC

August 13 – Kevin Boehringer of BSE Structural Engineers LLC at Deer Creek CC.

August 20 – Bert Oettmeier, DDS, at Deer Creek CC.

Aug. 27 – Open at this time



REFERRALS, IDEAS, SUGGESTIONS, AND “POSITIVE REINFORCEMENTS”

THIS SPOTLIGHT MEMBER OF THE WEEK is Tyler Webb, DDS with Bert Oettmeier, DDS. Let's change our focus a bit and give a member each week at least *one referral, or a suggestion or idea to help them improve their business.* Really try and give Tyler the best information you can. New ideas, thoughts, or referrals. And Tyler - *you be OPEN to accepting all the benefits we are ready to give you.* Here's his info: - phone is 913-491-6553 and email is tylerwebbdds@gmail.com

Trivia Question:-

What U. S. state is Fort Knox located in ?



QUOTE OF THE WEEK

The first step to getting what you want is having the courage to get rid of what you don't.

kuashanwinton.tumblr.com

Muhammad Ali beat Sonny Liston to become the World heavyweight Champion for the first time.

The Basics of Branding

Learn What This Critical Business Term Means and How You Can Establish One For Your Company

Cont'd From Page 1...

Defining Your Brand

Defining your brand is like a journey of business self-discovery. It can be difficult, time-consuming and uncomfortable. It requires, at the very least, that you answer the questions below:

- What is your company's mission?
- What are the benefits and features of your products or services?
- What do your customers and prospects already think of your company?
- What qualities do you want them to associate with your company?

Do your research. Learn the needs, habits and desires of your current and prospective customers. And don't rely on what you think they think. *Know* what they think.

Because defining your brand and developing a brand strategy can be complex, consider leveraging the expertise of a nonprofit small-business advisory group or a Small Business Development Center .

Once you've defined your brand, how do you get the word out? Here are a few simple, time-tested tips:

- **Get a great logo.** Place it everywhere.

- **Write down your brand messaging.** What are the key messages you want to communicate about your brand? Every employee should be aware of your brand attributes.
- **Integrate your brand.** Branding extends to every aspect of your business--how you answer your phones, what you or your salespeople wear on sales calls, your e-mail signature, everything.
- **Create a "voice" for your company that reflects your brand.** This voice should be applied to all written communication and incorporated in the visual imagery of all materials, online and off. Is your brand friendly? Be conversational. Is it ritzy? Be more formal. You get the gist.
- **Develop a tagline.** Write a memorable, meaningful and concise statement that captures the essence of your brand.
- **Design templates and create brand standards for your marketing materials.** Use the same color scheme, logo placement, look and feel throughout. You don't need to be fancy, just consistent.
- **Be true to your brand.** Customers won't return to you--or refer you to someone else--if you don't deliver on your brand promise.
- **Be consistent.** I placed this point last only because it involves all of the above and is the most important tip I can give you. If you can't do this, your attempts at establishing a brand will fail.

Reprinted from Entrepreneur.com

HEY – DO YOUR PART –

MAKE SURE WE ALL SIGN THE THANK YOU SHEETS !!!

BE A PART OF THE BEST NETWORKING GROUP IN JOHNSON COUNTY – COME JOIN YOUR FELLOW PROSPECTORS THIS THURSDA

UPCOMING EVENTS:-

Several After The Facts are being organized for the near future – watch for details soon.

PBC Annual Golf Tournament – Friday, October 2nd at Deer Creek CC. (There is no meeting on that Thursday, Oct. 1st). Tee times will be announced closer to date. Plan on joining us for a great After Hours at Coach's South after golf (around 5:30 pm).

**Christmas Party Saturday, December 5th, 2015 – SAVE THE DATE
At 1520 Grand on Downtown KCMO !!**

PROSPECTOR EVENTS / NEWS / CHARITABLE CAUSES

None currently

Prospector's Breakfast Club

Attendance and Thank You's Meeting Date: July 16, 2015

PLEASE PLACE "X" IN FRONT OF NAME IF ATTENDING MEETING

Adams, Linda ERIN BROWN, JOHN KENNEDY, ALAN HERRIFORD, KEVIN YACK, KATH STENIGER, PAT BECKNER, ALAN GOOD MORACE, C. HEIC PICKERING

Airey, Douglas KATH STENIGER, JIM HARRIS, MIKE DALLAS, CHASE ASHURST

Ashurst, Chase & Amy

Beckner, Pat Alan Herriford, Janet Stone, Jim Bell

Bell, Jim Keith S, Kevin Y, Matt A, Pat B, Rod F.

Belzer, Dan

Boehringer, Kevin BROSSEIT, SIRNA, HERRIFORD, DOUGLAS

Bovard, Zach Morgan, Phur, Herriford

Brosseit, Mike

Brown, Erin Alan Herriford X 1000, Sheri, Das, Linda Adams, Mike Darby, Matt Phur, Stephanie, Rich, Jeff Morgan, Chris Pickering

Cocherl, Stephanie Erin Brown, Mike Darby, Janet Stone, Janice Terstree, Margaret Pickering, Mike Brosseit

Cunningham, Rick Phil G., Neil S., Tylor W.

Cussen, Kathleen

Darby, Mike

Dayal, Vivek Janet S, Kevin Y, Cliff OB, Rich S, EDH, Kevin B

Das H.
P. Ryan

Douglas, Kyle

Eckinger, Bill

Eidson, Ken

Emerson, Bill

Felton, Dr. Sean

Foster, Rod Bryan Papp, Rich Serna, Keith Steniger, Jim Bell, Janet Stone

PLEASE PLACE "X" IN FRONT OF NAME IF ATTENDING MEETING

Giordano, Phil JIM M RICK W RICH S, Keith S, Mike M, Matt P.

Goodheart, Alan ADAMS, EIDSON, HOLK, MORGAN, O'BRYAN, SHELTON, SIRNA

Goodheart, Bruce _____

Hardin, Das Das H, Chris P, Alan H, Linda A, Pat B, Erin B, Mike B, Virek D, Matt P, Mike K, Phil S

Hawkins, Darryl NEIL S, DOUG A.

Heriford, Alan Das H, Erin B, Jan S, Jim B, JFK, Keith S, Kevin B, Linda A, Matt P, Mike B, Pat B, Phil G, Rich S, Rick W, Sheri M, Zach B, Pat R

Holk, Dan DARBY

Holland, Ed _____

Hutchison, Ed M.KE, JANET, KEN, Keith, V, Pat

Kennedy, John F. _____

Koplin, Mike _____

Mellott, Mike Giordano, Mortko, Wolverton

Morgan, Jeff Sheri Murdoch, Rick W, Neil Spencer, Pam Peters, Rick W, Alan Goodheart

Mortko, Sheri _____

O'Bryan, Cliff Virek, Jeff Morgan, Glen Goodheart

Oettmeier, Dr. Bert DAS HARDIN

Phar, Matt Zach, Jim B, Alan H, Erin B, DAS, Bryan R, Kevin Y, Keith, Mike B

Pickering, Chris HARDIN, BILL, DARBY, MORTLO, O'BRYAN, RAPP, SHELTON, BROWN, DOUGLASS, ADAMS

Rapp, Bryan _____

Runyan, Joe _____

Ryan, Pat JENNIFER S. JANET S. ALAN HERFORD, JIM BEU, DOUG AYERS, NEIL SPENCER, KEVIN YORK, RICK WOLVERTON, AARON BROWN, MIKE B.

Shelton, Jennifer Wilkinson, Kennedy, Tenstrop, Koplin, Ashurst, Felston, Sirna, Darby, Pickering, Heriford, Adams, Brown, Wolverton, Goodheart

Sirna, Richard Hardin, Bill, Mellott, Brown, Spencer, Cooper, Das, Mortko, Morgan, Borchman, Bobens, Wolvert, Tenstrop, York, Galsper, Foster, William, Ashurst, Eany, Payal, Pickering

PLEASE PLACE "X" IN FRONT OF NAME IF ATTENDING MEETING

- X Spencer, Neil RICK WUNNINGHAM, DARRYL HAWKINS, Phil Giordano,
PAT RYAN, MIKE KOPPIN, KEVIN YORK
- X Steiniger, Keith Wolverton, Darby, Adams, Hutchinson, York, Bell, Heniford
Sirna, Brown, Phar, Brossit, Foster
- X Stone, Janet Sirna, Ark, Bev, Kevin York, Sheri M.
- ___ Terstriep, Janine _____
- ___ Trondson, Chad _____
- ___ Twigg, Brad _____
- X Webb, Tyler Janet Stone
- X Wilkinson, Ann Janet Stone, Janet Stone, Stan Factor,
- ___ Williamson, Beverly _____
- X Wolverton, Rick ED H. KEITH S. (2) JEFF M. JER ALAN H.
SHERI M. PAUL G.
- ___ York, Kevin _____

GUESTS

Name	Name of Business	Your Position (owner, sales, etc.)
Carly Deblock	Carly Rae Studio	owner (Eih Brown)