



The Infinity Signs Brand Impact Guide for Client Attraction

The 7 Key Elements that create winning brands and dominant businesses.





Welcome to The Infinity Signs Brand Impact Guide for Client Attraction

The 7 Key Elements that create winning brands and dominant businesses

These 7 distinct but critical elements, when deployed, are guaranteed to advance your business's prominence and attract new and loyal customers. Of course, your business must focus on quality in delivering your products or services - that's just good business. But in order to deliver your value to the marketplace, you have to attract customers first!

Go through each of these Elements with a critical, unbiased eye. It may also be helpful to pull your Team together for a round table discussion to assess your company's demonstration of these elements.

Each Element is described and offers a short checklist to guide in your assessment. Determine to improve or advance any area that you conclude is missing or needs work, and set an action plan in motion for each. In a short time, your business will discover new attraction, new customers, and new dominance!

LET'S GET STARTED!

1. BE CONSISTENT



Every winning business is recognizable in an instant. Think about World Class brands like Apple, Nike, or even your favorite fast food chain. When you see even a small part of their brand - like their logo or color combination - you know in an instant who is getting your attention. This happens, very simply, because every time you see their brand promoted - even with or without the name of their company - how you have come to know the company is consistent - ***always!***

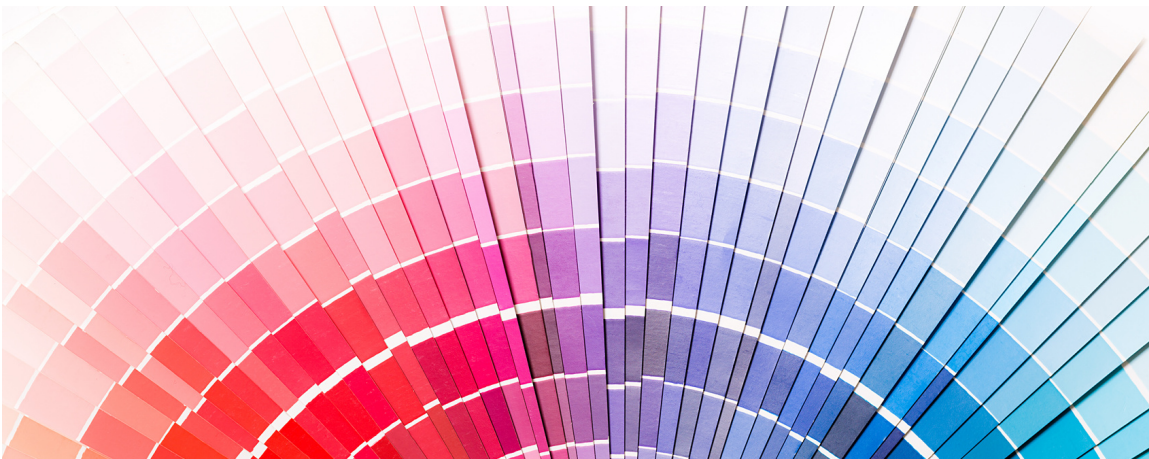
Following is a brief checklist of foundational components of brand consistency. Check off the areas that need work for your business to be predictably Consistent.

Logo - noticeable, distinct, one or more variations that all have the same look

Colors - present the tone and personality of your business, attractive to your audience

Font - the same font - especially company name and in your logo - in every instance your brand is seen

Platform Continuity - all the above is the same on the Web, on your Signs, in your collateral and forms (instructions sheets, invoices, brochures, etc)...everywhere your brand is expressed



2. MAKE A BOLD PROMISE



Your customers are attracted to, and buy from you when, you make a big promise for how you will serve them and make their life better. And they come back after you deliver that promise.

Following are examples of questions about your Promise that you should be able to answer with an emphatic **YES!**

Do we have a Promise that answers our **customer's needs** and/or wants?

Is our Promise **bold** and **different** from our competition?

Is our Promise **clear** and **recognizable**? (When you confuse, you lose!)

Do we **repeat** our Promise often and appropriately?

When your customers talk about you, do they state your Promise and are they **impressed** about the delivery of it?



3. BE NOISY

You may observe that once you start hearing about something - a new company or a new offer for example - it seems that everywhere you go you are seeing it: social media, advertisements, signs or all types. The best companies doing the best marketing find a way to show up **Everywhere!**

Following are some ideas for how to be noisy and where your Brand and your Promise can show up:

- Signage outside of your establishment if you are brick and mortar business
- Welcome or directional signage inside your business if in a physical location
- Advertisements, welcome messages, your Promise on doors and windows of your physical location business
- Your website (of course!)
- Your Zoom background
- Your Linked In profile
- Multiple url's that all point to your website
- On your automobile (decals, vehicle wraps, stickers)
- On your employee's automobiles
- Temporary signs to capture new attention such as banners or flags
- Traditional media (newspaper, billboards, radio, etc.)
- Podcasts
- Your voicemail and how you answer the phone
- Other businesses near your geographic location
- Other businesses that offer non-competitive products or services to the same target audience
- Business cards, letterhead, envelopes
- Invoices
- Your email signature
- Give-aways, trinkets, bling, or promotional items

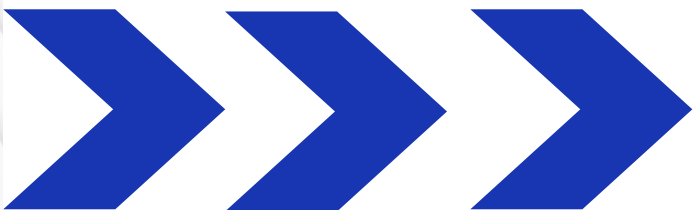
4. MAKE A CLEAR INVITATION



Often we don't find new customers simply because we don't **ask** them to be a customer! Inviting people that don't know about you to meet you, explore your offerings, or become a customer seems simple or even obvious, but takes advance planning. Be sure your invitations are authentic, intentional, and clear - not "clever" or tricky.

Here are some ways that you can invite new prospects to be customers. Be sure to refer and apply to the list of options for Being Noisy (above) where appropriate:

- Open House events (physical or virtual)
- Lunch and Learn events (physical or virtual)
- In Lead Magnets on your website
- In nurturing/follow up emails
- At the end of sales presentations
- At the end of any audio or video promotional
- On your Website
- On your business card (the back is a great place for this)
- On any promotional collateral



5. BE MEMORABLE



Great Brands are easy to remember and therefore easy to talk about. The most valuable form of advertising - and we all know this - is referrals. And the way to generate referrals is to get people that have experienced our products or services to talk about them.



Here's a checklist of ways to be Memorable:

- Deliver more than you promise

- Follow up the customer experience with a call, note, or unexpected gift

- Use your customer's name when serving them

- A simple, easy to say and remember tagline or slogan on all your signs and collateral

- See all the items in the above checklists!

6. GUIDE THE EXPERIENCE



One of the easiest ways to lose a prospect that is not yet a customer, **and** to lose a customer that is already paying you, is to cause confusion or uncertainty. No-one wants to look or feel lost or stupid. Every business, whether online or in a physical location, has countless opportunities to create clarity, certainty, and confidence in the prospect and customer experience.

Here are some examples for how to Guide Prospects and Customers through their journey of knowing you and on their way to liking and trusting you.

Apply these to your physical location as well to your web presence:

Signage or instructions for where to start, where to go, what to do

Checklists or step-by-step instructions

Reminders - both digital and physical

Instructions for how to use or enjoy your product or service

Video tutorials

Directional signs or guides (especially in your physical location)

Follow up emails or phone calls to make sure your Customer "made it through the maze"



7. MAKE YOUR MESSAGE PORTABLE



Finally, your Brand Image and Promise is more easily shared if it is portable for your customers. Portability comes in the form of any idea or object that can be passed from one person to another.

Here are some examples of Portable things to send your Customers home with after their experience:

Your business card

A coupon for a discount or add-on at their future experiences

A gift for a related product or service - even offered by another business

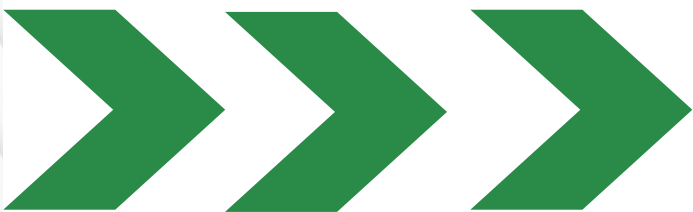
A useful token or gift with your Brand image and Promise displayed (e.g key fob, coffee mug, t-shirt, etc)

A link to a private, Customer-only web page with free items

A patch, decal, or display item to mark their experience or association with you

A donation made in the Customer's name with a thank you to have or display

A reservation for dinner, a massage, or a local event



MAKE YOUR MESSAGE PORTABLE



Now, go back to your notes on the checklists and **make a plan for taking action** on the areas you now see as new opportunity for your Brand's Impact.

Remember: Information is only as valuable as the degree to which it is applied!

AND...

- 1** Reach out to us if you need our help in implementing or improving any of your new ideas!
- 2** If you would like personalized help in reviewing your Brand's Impact and strategies for applying what you've learned here - go to <https://BestBoiseSigns.com> **AND HIT THE BIG GREEN BUTTON to schedule a one-on-one, on-site Brand Impact Assessment with our owner Andy Krivy!**