

**STANDING
APART
WITHOUT**
Same **SHAME**

PRESENTED BY

Jeffri-Lynn Campbell
CEO | Brand Architect



DIFFERENTIATION VS. DISTINCTION



W5H

- 🔥 Who
- 🔥 What
- 🔥 Where
- 🔥 When
- 🔥 Why
- 🔥 How

It's Where You Begin!

WHO ARE *You*?

The Qualities that make you SMILE...

Superior _____

Memorable _____

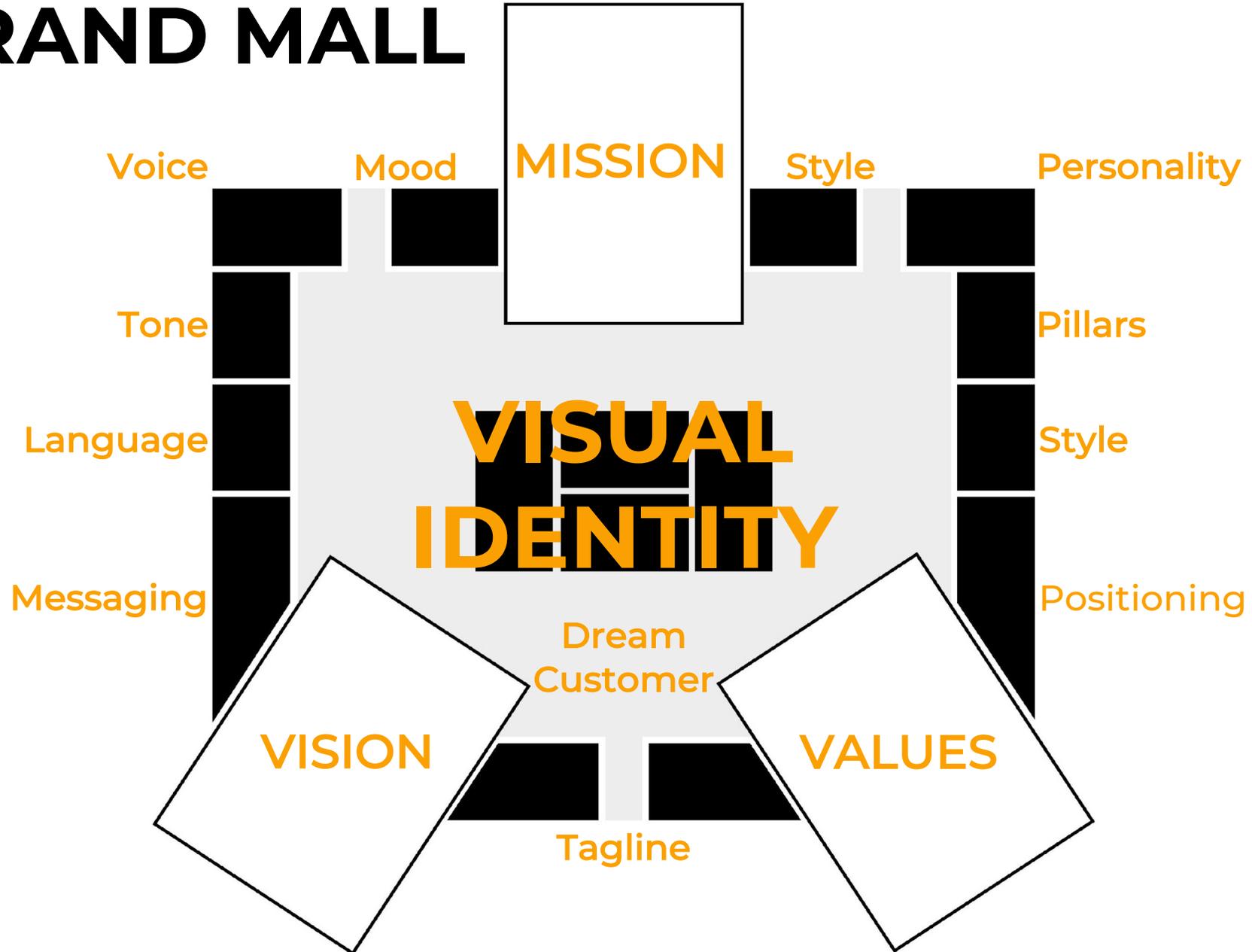
Individual _____

Long-Lasting _____

Experience | Expertise _____



THE BRAND MALL



WHAT IS IT *For*?

The 4 I's of Brand.

- 🔥 Image
- 🔥 Influence
- 🔥 Impact
- 🔥 Income

It's the Foundation of All of Your Marketing.

WHAT DOES IT *Do*?

The 4 A's Process of Lead Generation.

-  Awareness
-  Attraction
-  Awakening
-  Action

Create

AWARENESS, ATTRACTION, and ACTION

based upon your:

-  Head
-  Heart
-  Habits

**So you can do your best work for the
people you love to work with.**

MORE *Impact.*

Your Marketing Needs to Do Only 3 Things to Generate Leads:

 Educate

 Inspire

 Relate

3 WAYS TO *Connect* WITH YOUR *Rock Star* CLIENTS



Hunt



Fish



Farm



STRATEGIC *Alignment* and TACTICAL *Detours* .

ASSESSMENT: This is an Audition!

- 🔥 Know the “hook”
- 🔥 Focus on THEM
- 🔥 Remember you have more than ONE SHOT
- 🔥 Don't solve their problem

Sales IS JUST A CONVERSATION.

SO *Converse* AND *Convert* !



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