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Brand Ascension, LLC

For over 27 years, Suzanne Tulien has been serving clients with strategic brand elevation consulting, speaking & training. She is the pioneer of the Brand DNA methodology and author of Brand DNA. She works with mid-sized businesses with employees and solo-professionals.

Brand
Ascension

719.660.2533

www.BrandAscension.com



3 Most Powerful Characteristics of a Successful Brand

YOUR BRAND IS....

A _____ that lives in the _____ of your market and is based on _____ and defined by their _____ with you, your products & services.

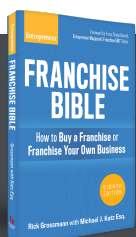
Good News: _____ % of your customers _____ to be loyal.

Bad News: We _____ them reasons _____ to or to become _____.

Good News: _____ % of your customers will _____ for better _____.

Bad News: We _____ our prices instead of _____ the perceived service value.

What is the **ONE** _____ you want to _____ in the minds of your market?: _____



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3 Most Powerful Characteristics of a Successful Brand

1). _____

Enlisting, equipping, and _____ stakeholders through traditional & emerging tools that build & _____ community _____ for the brand.

2). _____

Showing up the _____ way every time, _____ the talk and being _____, and true to your Brand Promise.

3). _____

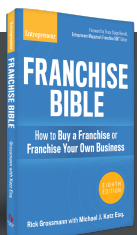
Standing out _____, decidedly _____ than your competition in every way and _____ to your Brand Promise.

Consistency builds _____

Trust creates _____

History forms _____

Traditions establish _____ - Martin Lindstrum



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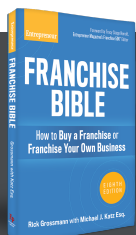


How will your brand be more: (Choose one area you can focus on right now and brainstorm)

1) Engaging?

2) Distinctive?

3) Consistent?



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