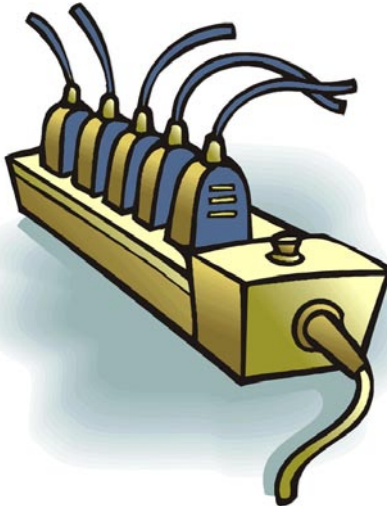




POWERBranding®
Plug in Now!



A POWERBranding Campaign To Plug In And *JUICE* Small Businesses Across America!





POWERBranding

You want:

- more sales
- more profit
- better image
- more customers
- more notoriety
- more visibility

"If clients like you, believe, trust and have confidence in you...then they buy from you."

Jeffrey Gitomer

POWERBranding will create a BETTER IMAGE for your company and products which will lead to MORE VISIBILITY and NOTORIETY bringing MORE CUSTOMERS to your door so you can make MORE SALES and gain MORE PROFIT.

POWERAction ... Stop and ask yourself:

Is it Price or Profit I want?

Consider: Price lasts for a moment but Profit lasts a life-time.



Our prices are NOT guaranteed to be the lowest, but our service is guaranteed to be 100% better than anybody else's service!
contact me at diane@sam101.com



POWERBranding



The world...

... is becoming increasingly complex, with ever more information to be assimilated and problems to be solved.

"Become a
NO-LIMIT person."

Dr. Wayne Dyer

POWERBranding will make your company products / services stand out from the crowd making it easier for your clients and potential clients to reach you. Inturn allowing you to solve their problems with your products and services, increasing your sales and your bottom-line!

POWERAction ... Stop and ask yourself:

How important is **PB**? *Really Important*

What can **PB** do for you? *Increase awareness*

What can **PB** to for your sales? *Increase them*

What can **PB** do for your success? *Make or break it*



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POWERBranding

POWERBranding is

Good Business! Your identity adds value to your marketing and your communications through consistent, smart, and clear messages, your value is reinforced by **POWER**Branding.

"POWERBranding attracts an audience and creates a positive perception."

Diane Carter

Effective **POWER**Branding builds awareness, increases recognition, communicates uniqueness and quality, and expresses a competitive difference.

POWERAction ... Stop and ask yourself:

If **POWER**Branding requires a consistent and coordinated presentation of your business identity across all communications.

Does yours? *if not*, start planning now to correct your brand and communications.



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Differentiate yourself with **POWER**Branding

Just because you think your product is better, doesn't mean the client will share the same perspective.

*"POWERBranding can help differentiate you from the crowd."
Diane Carter*

How to Differentiate yourself:

Be better prepared by applying **POWER**Branding

Provide more value by employing **POWER**Branding

Improve your communication by utilizing **POWER-Branding**

POWERAction ... Stop and ask yourself:

There may be no difference between you and your competition unless the client perceives a difference.

Honestly, do your clients? *If not*, improve your questions, bring better ideas to the table, WOW! your client/prospect, and engage **POWER**Branding as a marketing tool today!



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POWERBranding

POWERBranding is:

- Bold and memorable
- Immediately recognizable
- Clear and consistent
- Works in multiple media and scale
- Works in color, gray scale and black and white

“If you brand yourself, prospects will call YOU.”

Jeffrey Gitomer

It is essential that your company understand the larger aspirations of your POWERBranding© identity.

POWERAction ... Stop and ask yourself:
Does the above list represent our brand logo?

Then consider a strong POWERBranding image has the ability to communicate within a split second and even when smaller than a dime.



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POWERBranding is bold, memorable and recognizable.

Scenario: you are searching for a Life Coach. Which of the following grabs your attention and curiosity?



Life Coaching

We help you to achieve your goals and ambitions.



Velocity Coach

Reach your desired results with speed through life coaching.

POWERBranding will provide a mark that represents your message, builds trust and helps you leverage the power of symbols.



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What Are the Principles of POWERBranding?

1. Get more prospects
2. Make more sales
3. Be remembered
4. To build relationships
5. Increase awareness

What do you need to do to be explode your companies POWERBranding efforts?

- a. Have a WOW! 30-second commercial, both personally and professionally.
- b. Dedicate your time to the Three C's - clarity, consistency, and constancy.
- c. Have a Plan.

POWERAction ... Stop and ask yourself:

1. Who do I know that can help me create a WOW! 30-second commercial?
2. Am I dedicated to the Three C's?
3. What is my Plan?

POWERBranding is important, why aren't you out there doing more of it?



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Did you know?

A Tagline Can Extract The Heart of a Brand

- Target – Pay less. Expect more.
- eBay – The world's online market place
- FedEx – The world on time
- Sam101.com – Human's are visual

A tagline is a slogan or guiding principle that describes or helps create an interest. The taglines of many companies have become part of our culture. When you hear: Just do it, Got Milk? Or Eat more Chicken who comes to mind?

POWERAction ... Stop and ask yourself:

1. Do I have a tagline in place?
2. Is it unique?
3. Does it evoke an emotional response?

If you answered no to any of the above questions - start working on a new tagline or revamping the one you have immediately.



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Tagline Basics

A Tagline Can Extract The Heart of your Brand

1. It must be short
2. It must differentiated you from your competitors
3. It has to be unique
4. It should it evoke an emotional response
5. It must create interest
6. It should be easy to remember
7. It should capture your brand essence

Taglines are also often difficult to create and have shorter life spans than your visual image. Just look at Nikes tag over the past 10 years and see how it has changed.

POWERAction ... Stop and ask yourself:

- Does it live by the seven basics above?

If you answered **no** it is time to revamp and recreate your company tagline.



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Types of Taglines – Part One

There are different types of taglines for different types of company strategies and company styles.

- Descriptive describes the service, product or brand
- Provocative provoke thought
- Specific establishes leadership in an industry
- Imperative demands action
- Superlative positions the company as best in its class

POWERAction ... Stop and ask yourself:

1. Does your tagline fit one of the above types?
2. Can it be tweaked to fit one?
3. If so, which one fits your company strategy and style best?



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Types of Taglines – Part Two

Descriptive describes the service, product or brand

- UPS – Moving at the speed of business

Provocative provoke thought

- Dairy Council – Got Milk?

Specific establishes leadership in an industry

- Volkswagen – Drivers wanted

Imperative demands action

- Nike – Just do it

Superlative positions the company as best in its class

- BMW – The ultimate driving machine

POWERAction ... Stop and ask yourself:

Begin by brainstorming, write down what comes to mind, NO editing at this point. Organize them into the categories. Start crossing off the taglines that do not meet your company's criteria, strategy or style. Rewrite the tags that need WOW! and show possibilities. Narrow your list to the top three. Get a few opinions on the final three but DO NOT use a consensus to make your final decision. Consensus brings mediocrity that will not help you stand out from your competitors. Finally make you decision and immediately move to implement it!



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Plug in.
Turn on.
NOW!



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