



International Catering Association - August 17, 2009

## Hot Insider Secrets for Success Today

1. Understand And \_\_\_\_\_ **articulate** \_\_\_\_\_ Your Point Of Different
  - Quality, Value And \_\_\_ **service** \_\_\_\_\_ Are Not Brand Attributes
  - Ask Prospects, \_\_\_ **clients** \_\_\_\_\_, and the Fish that Got Away
  
2. Produce A Compelling \_\_\_ **7-second** \_\_\_\_\_ Hook
  - **Head whip** effect
  - **Appropriate** \_\_\_\_\_ for you and the brand
  - Humor \_\_\_ **works** \_\_\_\_\_
  - Goal = \_\_\_ **flawless** \_\_\_\_\_ recall

### 3. Create An Unforgettable Brand **Experience**

- Proprietary \_\_\_\_\_ **vocabulary** \_\_\_\_\_
- **Dress** \_\_\_\_\_ your brand
- \_\_\_\_\_ **Color** \_\_\_\_\_ your world
- The sweet \_\_\_\_\_ **smell** \_\_\_\_\_ of success
- Never the \_\_\_\_\_ **sounds** \_\_\_\_\_ of silence
- Taste the \_\_\_\_\_ **difference** \_\_\_\_\_
- Reach out and \_\_\_\_\_ **touch** \_\_\_\_\_ someone

### 4. Marketing \_\_\_\_\_ **Appropriately** \_\_\_\_\_ For This Economy

- Economy has \_\_\_\_\_ **permanently** \_\_\_\_\_ changed
- Selling \_\_\_\_\_ **value** \_\_\_\_\_ vs. discount
- \_\_\_\_\_ **Bundling** \_\_\_\_\_ is a compelling option
- Create special \_\_\_\_\_ **recession** \_\_\_\_\_ offerings

Completed handouts and reference materials are posted at [www.redfirebranding.com](http://www.redfirebranding.com); click on “attendee firehouse”