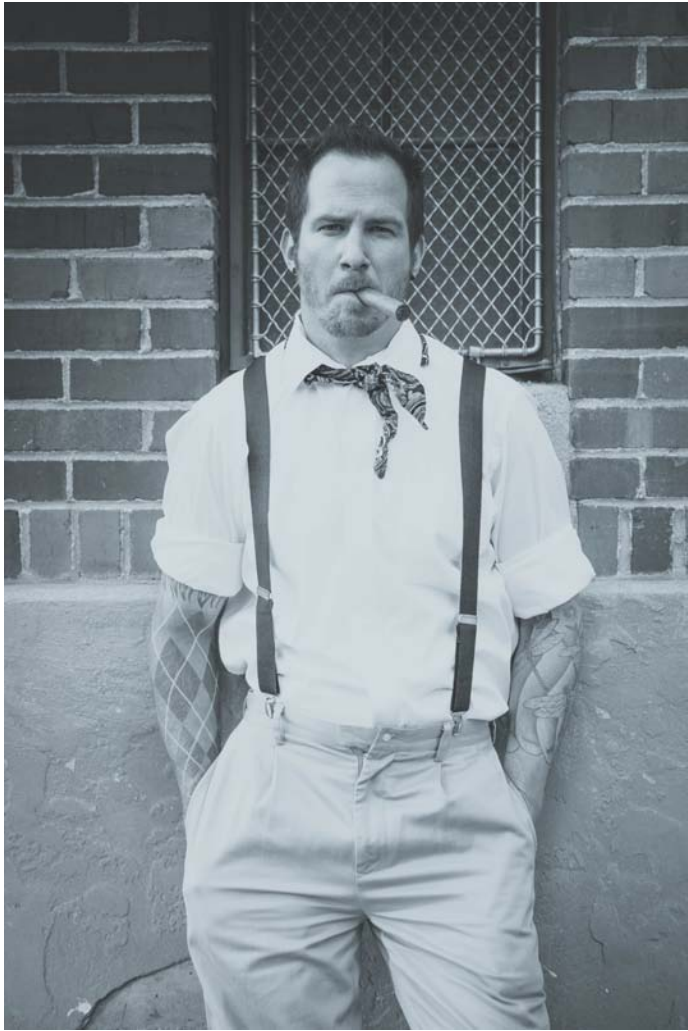




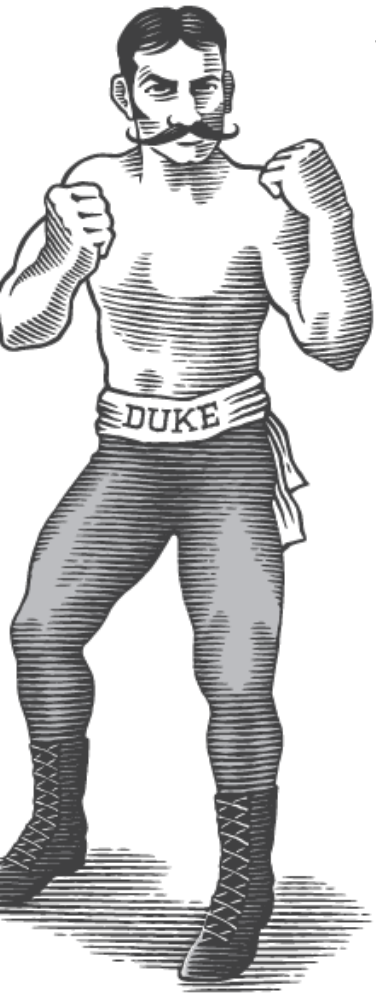
**Stop Throwing Marketing \$\$ at the Wall.
Give your marketing clearer direction and
have customers begging to do business
with you.**

*A 40-something-minute presentation for
NCET Biz Bites
(Plus: jokes and free stuff.)*





**WHO
THE
HELL
IS
BILL WEST?**



**WHO
THE
HELL
IS
BAREKNUCKLE?**



WE WROTE THE BOOK ...

why building
a brand is so
DAMN
IMPORTANT

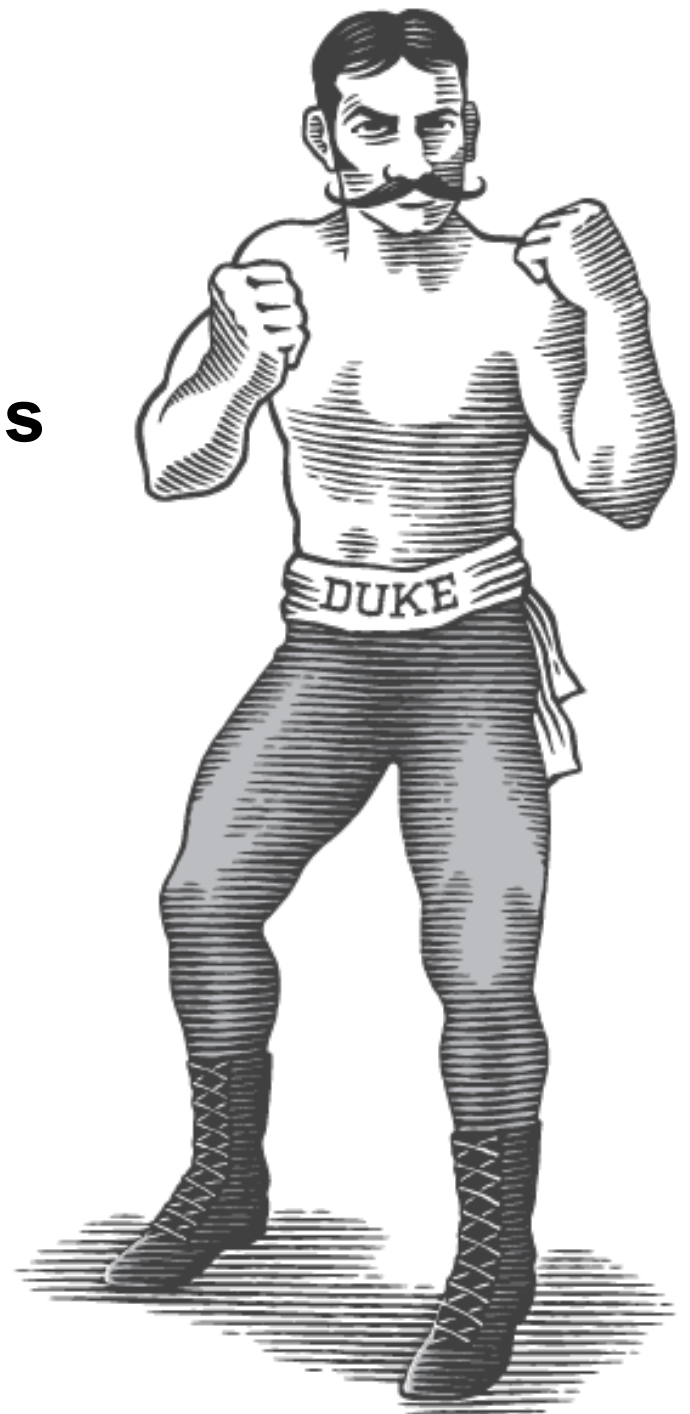
(and how to do it for your business)

Presented By  **BAREKNUCKLE.**
BRAND MARKETING WITH A PUNCH

OK, OK. WE WROTE THE ~~E~~-BOOK

LET'S GET ON THE SAME PAGE

- **Duke's Not-so-Secret Words
of the Day:**
 - Branding
 - Marketing



SIMPLIFY, SIMPLIFY

- **Branding (the “*home*”)**
 - Your *WHAT and WHY and WHO and WHERE and HOW*
 - Your criteria for making decisions
 - Your rules of engagement
- **Marketing (the “*persuading people to visit your home*”)**
 - Digital
 - Website
 - Social Media
 - More
 - Real World
 - Print, Networking, Expos, Conferences, Presentations (yay!)

YOUR BRAND IS NOT ...

- **Your logo**
- **Your cute coffee mugs**
- **Your business cards**
- **Your ads**
- **Using the same plumb color everywhere**
- **Your mission statement**
- **Your CEO (unless your CEO is Oprah)**
- **Your work culture**
- **Your charitable efforts**
- **Your apparel/swag**
- **Your holiday gifts (especially if they're calendars)**
- **Your office policy on bringing dogs to work**
- **The bad jokes you make while giving a presentation to NCET about branding**

WHAT BRANDING IS

“Branding is the recipe that binds the million ingredients of your business together. It’s what gives your business personality, direction and purpose.”

~Some Really Smart SOB

In other words, your brand is f*ing everything.

EVERYTHING MAKES MORE SENSE IN A PYRAMID



THE CODE

**Your brand's
messaging and
language, defined.**

Eat your spinach

Know your brand. Who is it?
Who is it NOT?

Get everyone speaking the
same language

This is your brand's sticky
foundation

TONE & PERSONALITY

Your business has information you need to convey.

But *HOW* do you say it so it's heard?

Identify what resonates with your audience(s)

Create some brand *personality*

REAL wins (“*we care about you like family*”)

Avoid the “professional” trap (example to follow)

THE PROFESSIONAL TRAP

twenty40
under

AWARDS GALA 2020



THE PROFESSIONAL TRAP

NO SKINNY MAN HAS AN OUNCE OF SEX APPEAL

IT'S THAT TIME OF YEAR AGAIN!

Duke of the Birmingham Dukes

BAREKNUCKLE BRINGS YOU HOLLYWOOD'S MOST SOUGHT-AFTER

2020 Winter Body Guide

The advertisement features a central photograph of a muscular man in a dark swimsuit embracing a woman in a checkered swimsuit. To the right, a thin man in a dark swimsuit stands in profile. A speech bubble above the muscular man contains the text 'NO SKINNY MAN HAS AN OUNCE OF SEX APPEAL'. A speech bubble below it, next to a caricature of a man with a mustache, says 'IT'S THAT TIME OF YEAR AGAIN!'. Below the caricature is the text 'Duke of the Birmingham Dukes'. At the bottom, a dark banner contains the text '2020 Winter Body Guide'. The entire scene is framed by a double-line border.

Join OPN!!!



**YOUR LOCAL
OLD PROFESSIONALS NETWORK**

**“Tell Business Stories of Yesteryear ...
Then Forget You Told Them
and Tell Them Again.”**

PUT IT IN ACTION ...

**LET'S
LOOK
AT
STUFF.**

THE BRANDING PYRAMID IN ACTION

Before:

- Scattered Message
- Confusing Product Line
- Lackluster Visuals
- Basic Presentation



This guy
← ← ←

How does your business become even greener?

Composting

WEcycle Consulting helps your business divert as much organic waste from the landfill as possible and recycles it by connecting your business to local composters who make the waste into the highest quality organic fertilizers available on the market.

Your business can take advantage of the "green" marketing and PR associated with helping save the environment. You can also directly use the compost products or provide organic alternatives to your customers to use in their yards and gardens...GARDEN BOOST!

Doesn't get much greener than that!



Full Circle Compost

is Northern Nevada's premier organic manufacturer and supplier of local organic fertilizers, humified compost, topsoil, mulches, and soil blends.

Drop on by our Minden, NV retail yard, our website, or blog to get more information on growing the most nutrient dense food possible.

The best food starts with the best soil. Change your yard and garden like never before, grow your own healthy food, save money, and go green!

Full Circle Compost
3190 HWY 395
Minden, NV 89423

Website: www.fullcirclecompost.com
Blog: www.codywitt.wordpress.com

CASE STUDY: FULL CIRCLE SOILS & COMPOST

TONE Highlights

- **Simple and Accessible** (All growers should *get* us, not just ones with PhDs)
- **Clever and Fun** (Lighthearted, playful, down-to-Earth)
- **Positive** (Confident. With an optimistic attitude that's contagious)



OPTIONS FOR PULLING THIS OFF

- **Do it yourself / internally**
 - **After this presentation, I mean you're now a genius {sic}**
- **Hire help**
 - **Couple options**

THE SUCCESS EQUATION

“Success is so easy.”

~no one, ever

**Great offering (product or service delivered
with a positive customer experience)**

+

Consistent, seductive branding and marketing

=

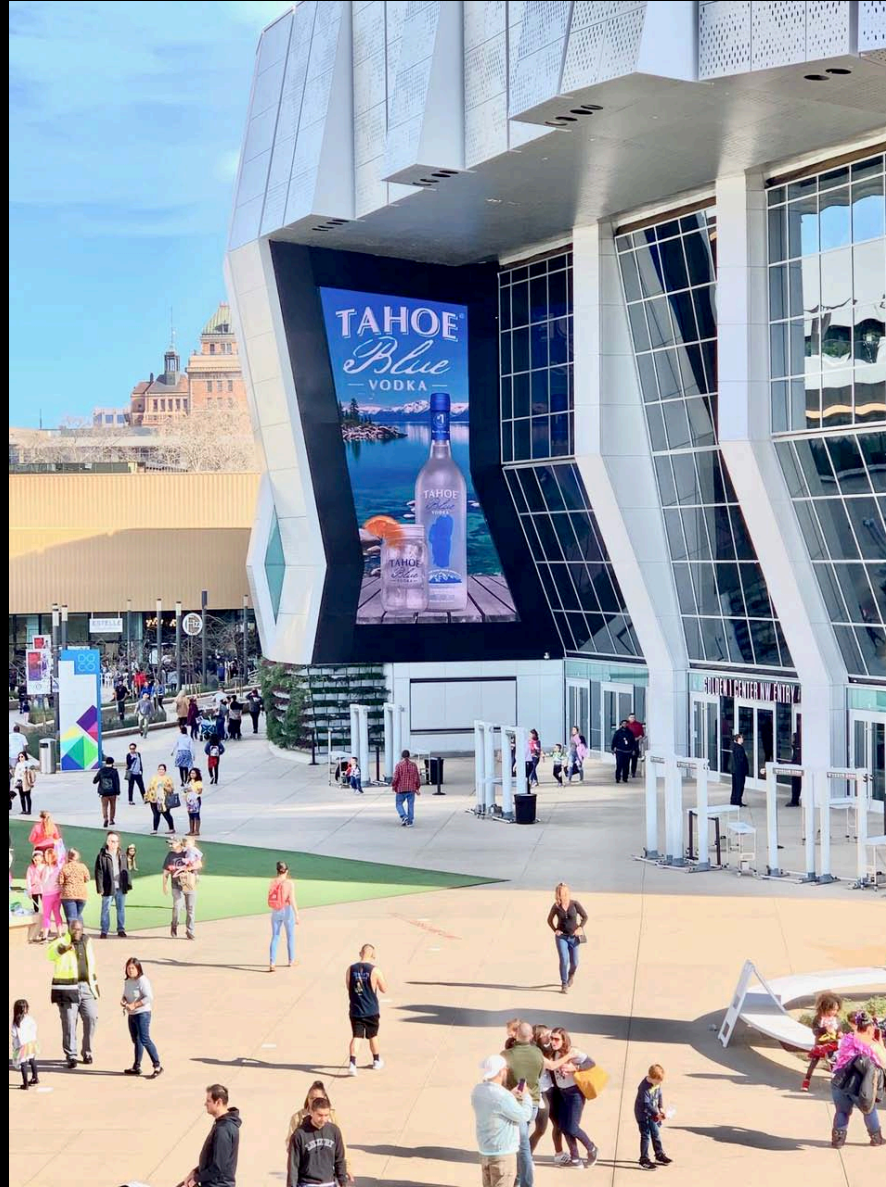
Successful business

THE SUCCESS EQUATION (CONT.)

We find success for our clients by *proactively* living right in the intersection of strategy, creative and execution.

Think CMO, only a full team, only not on your payroll.

REAL LIFE EXAMPLE ... ON THE ROCKS



[Where to Find Us](#)

[Our Story](#)

TAHOE
Blue
... VODKA ...

[Recipes](#)

[Awards](#)



The LAKE TAHOE SPIRIT

#1
VODKA

Blue Truth #16:

Frank Sinatra was known as "Ol' Blue Eyes." His daughter, Nancy, had brown eyes ... and therefore no cool nickname.



GET SOCIAL



MINGLE

CONNECT

ONE LAST EXAMPLE



FREE STUFF



10 BITE-SIZED WAYS TO
**IMPROVE
YOUR BRAND
OVER LUNCH!**



★ ★ ★
BAREKNUCKLE.
BRAND MARKETING WITH A PUNCH

A CRUMMY SCREENSHOT OF MY FAVORITE



10 BITE-SIZED WAYS TO IMPROVE YOUR BRAND OVER LUNCH

9.

TALK TO STRANGERS... MAYBE GET IN THEIR VAN

GRAB A STRANGER. Tell them about your business for 30 seconds. Do they know what the hell you do and why it matters? Ask them if they have any questions. Now write down how you can address the questions they had the next time someone gives you 30 seconds of talky space:

NOW BUY SOMETHING

\$4.99

why building
a brand is so
DAMN
IMPORTANT

(and how to do it for your business)

Presented By  **BAREKNUCKLE.**
BRAND MARKETING WITH A PUNCH

[PAYHIP.COM/B/ERIL](https://payhip.com/B/ERIL)

Q&A

*Ask away ...
... nothing incriminating.*



INVESTIGATE US:
bareknuckle-branding.com



BAREKNUCKLE.

BRAND MARKETING WITH A PUNCH