

# BUILT NOT TO FAIL

**7 PROVEN  
BRAND  
STRATEGIES**



***"WHEN YOU SEE IT YOU REALISE WHAT  
YOU 'VE BEEN MISSING ALL ALONG, GENIUS"***

***- THE MISSES***

**THE  
BRAND GUY**  
**MAKING YOU CREATIVE**

# Welcome, How's tricks?

Ok so I don't want you wasting anytime in the **CBD** space, I want you to get straight into the book and absorb all the information and build the best brand ever.

I will start with this point, as it's the most important statement you'll ever hear when launching an idea.

**“Target everyone, sell to no-one”**

Enjoy

Paul.....

**NOW DIVE IN AND ABSORB!!!!!!!**

**KNOCKOUT  
THE COMPETITION -  
USP THEM OUT OF  
THE MARKET**

# Knockout The Competition

## WHO ARE YOU?

Have you been struggling to compete and stand out in your industry/niche?

Are you fighting your way through a never-ending crowd of second rate brands, feeling as though you'll never be able to generate the exposure and income that your brand/business needs in order to survive or even better thrive?

If so, chances are that the reason why you haven't been able to generate the kind of income you'd been hoping for is because you're not giving people a **reason to buy from you!**

# Knockout The Competition

In today's 'crowded' market place, it's easy to become just another business offering the same old crap thinking its unique. What I call a “**me, too!**” business owner where your message is drowned out by the sound of every other similar product or service.

The only way...I'll repeat the **ONLY** way that you'll ever be able to build a business that stands on its own and is successful over the long-haul is by discarding the safety of the “me, too!” space and separating yourself from the crowd.

And my friend, the only way to do this is be being a **BRAND** with a **POWERFUL USP**.

# Knockout The Competition

What the hell is a USP?

USP stands for **Unique Selling Proposition** (or Position).

This will literally make or break your brand.

Have a crappy USP and you will float around as an average business generating mediocre revenue if any at all.

Your USP **tells your target audience** exactly why you are different and why you should be chosen over the competition.

Your USP takes you out of the shadows and into the limelight.

# Knockout The Competition

If it doesn't stand out you will just disappear!

In fact, without a USP it's virtually impossible to create a unique business or brand that will be instantly associated to value.

If there is nothing special about you, then there is no value in what you do.

Prospects **will never** recognise you as being any different from your competition if you do the same as the competition.

**DO NOW:** Write down what you think is your USP now. Save that USP thought for later...

# Knockout The Competition

Before you panic, don't worry...

...There's good news

**Your brand already has a USP.** You simply have to define it, implement it and make sure your targeted audience knows exactly what it is you offer.

How they'll benefit, why they should come to you over the competition.

**So, where do I begin?**

How do you work out your USP and how to you deliver that message?

Don't worry I have you covered.



# Knockout The Competition

It all starts with looking deep into your brand.

- *How does what you offer improve someone's life?*
- *How does your service help your customers?*
- *Why do they need it?*
- *Why should they buy your offering and NOT the competitions?*
- *What are you doing that the competition aren't?*

You need to list everything out that is different about your service/product.

Remember its about the customer not you!

# Knockout The Competition

You **MUST** look at what you offer in the shoes of your dream customer.

Be hyper critical and scrutinise your strengths and weaknesses. If you fail to do this your brand will stand still.

When you give the audience a reason to come to you and do it right, you will never struggle.

**Why?**

Because your USP will make you the go to brand and will drive a non-stop stream of eager customers

# Knockout The Competition

Do you know your dream customer?

I keep mentioning your target audience, however do you know your target audience?

Do you know what is important to them?

Understanding the above will truly make you connect with them. You have to get in the mind of your dream customer. What makes them tick, what are their fears and worries?

What solutions do you have to their problems?

Its simple...The more deeply you know your audience the easier it is to get in their heads and provoke an action based on an emotion.

# Knockout The Competition

I say it again you need to see everything from the customers perspective.

**DON'T** try and sell what you think they need. You need to workout out what is most important to them. I hammer this point as this is the biggest failure most new businesses make.

So we don't have to look to far to find your USP. Why did you start this business?

Think about it...If you're honest what drove you to this industry/business?

Your USP is the **driving force** behind defining value and creating a recognizable brand.

# Knockout The Competition

I'll help you a little:

Write down the 5 reasons you started this business... Be brutally honest.

- 1.
- 2.
- 3.
- 4.
- 5.

Now write down the 5 biggest problems the customer has.

- 1.
- 2.
- 3.
- 4.
- 5.

# Knockout The Competition

Now where do your REASONS and their problems align?

**That my friend is where you create the USP.**

Start with this sentence and fill in the blanks with what you found.

**We help.... to do..... so they can.....**

Write different variables - i mean do this exercise 20 times till you bang the nail on the head.

I promise you when you get this right... Your brand message and content will be unstoppable **BECAUSE** you'll know your **PURPOSE!**

**The end.....**

# **THE BILLION DOLLAR WHY**

# The Billion Dollar Why

Do you know why your business idea started

or

do you just know what you want to sell?

“People don’t buy what you do, they buy into why you do it”

The above may seem the same thing. Don’t get too confused; stick with me!

You’re thinking how is knowing WHY my idea came about going to help my business, right?



# The Billion Dollar Why

What if I told you the most successful business in the world all have a powerful 'WHY'.

A why that started their business.

The why that makes them stand out against the competition.

The why that is the reason they are highly successful.

For example:

Ford Motor Company built cars that the average person could afford and use.

Disneyland was created to become "The Happiest Place On Earth."

# The Billion Dollar Why

And the kings of the ‘WHY’ Apple... Goes something like this.

“Everything we do, we believe in challenging the status quo, we believe in thinking differently. The way we challenge the status quo is by making our products beautifully designed, simple to use, and user friendly. We just happen to make great computers. Want to buy one?”

👉 So what's your WHY?

Something I learnt years back was this below and It was probably the most VALUABLE business advice I had ever received.

“When someone asks what you do, tell them why you do it”

# The Billion Dollar Why

Absorb and read that again.

“When someone asks what you do, tell them why you do it”

So I’ll ask you now, why do you do it?

Caution: Don't make it up; no one will believe it.

👉 THE SECRET SAUCE

So we start with WHY we do something then we move onto HOW we do it, then with WHAT.

Most lead with WHAT they do and HOW they do it with ZERO why

# The Billion Dollar Why

Let me explain that....

WHY? This is the core belief of the business. It's why the business exists.

HOW? This is how the business fulfils that core belief.

WHAT? This is what the company does to fulfil that core belief.

Let's go back to the apple example:

“Everything we do, we believe in challenging the status quo, we believe in thinking differently. The way we challenge the status quo is by making our products beautifully designed, simple to use, and user friendly. We just happen to make great computers. Want to buy one?”

# The Billion Dollar Why

WHY - Everything we do, we aim to challenge the status quo. We aim to think differently.

HOW - Our products are user friendly, beautifully designed, and easy to use.

WHAT - We just happen to make great computers. Want to buy one?

Now write yours down

A. WHY.....

B. HOW.....

C. WHAT.....

There is no right or wrong answer.

# The Billion Dollar Why

This gives you the platform to create a POWERFUL brand.

And more importantly

## A POWERFUL WHY

Look your why is so important as it gives meaning. When something has a high level meaning to us, we fix a high level of attention on it [That's us and our potential clients/customer].

So from a conversion/sales stand point the MORE emphasis you can put on the meaning the MORE likely you are to convert that lead.

So what should you take away from this article?

# The Billion Dollar Why

You need to go away and ask yourself  
'What's My Why?'

All your marketing material needs to revolve  
around your why not your what \*more on  
that soon.

Think about it.....

# **TARGETING LIKE A SNIPER - DREAM CUSTOMER DNA**



# Targeting Like A Sniper

Your brain fried yet?

No?

Good because for you to succeed you have to NAIL every single lesson. These lessons are the foundations that POWERFUL brands are born.

ITS THAT ESSENTIAL

I don't use a 1000 words when I can use 100.

I keep things simple, because they are.

I want you to succeed....That's it.

Now lets dig in!

# Targeting Like A Sniper

You are about to go deeper into you avatar than ever before. You will never say "My avatar is everybody that wants X"

By the end of this you will say something like

"Steve is a 34 year old man with 2 kids [8 + 14 - both girls] his wife is a stay at home bored mum. Steve is a manager of a steel works and earns 30k a year. He drives a BMW that he has on finance as his spending is higher than is inbound wages. he has 4k on credit. He hates going home as he just gets moaned at for not earning more and when he is at home he watches the lad bible and fox sports not spending time with the kids.. Also his health and fitness is shocking and is never seen with a top off, his wife also hasn't seen him naked for years"

# Targeting Like A Sniper

I could sell lots to Steve... So could you.

Now DIVE in and answer the questions like a forensic nut job.

**DON'T RUSH - THIS IS POWERFUL**

**\*Answer all questions as DEEPLY as possible.**

## **1. AVATAR VISUALISATION - WHAT THEY LOOK LIKE**

- Male or female
- Name
- Age
- Lives

# Targeting Like A Sniper

- Relationship Status
- Work Status
- Income
- Kids
- Family
- House
- What do they do for fun
- What sports do they play
- Where do they go on holiday
- Pets
- What do they like

# Targeting Like A Sniper

## **2. WHERE ARE THEY?**

- Where are they hanging out on and off line

## **3. MONEY?**

- What does they earn and spend

## **4. WHAT KEEPS THEM AWAKE AT NIGHT?**

- Fears, pains, problems

## **5. SECRET DESIRES?**

- Goals - what do they want to achieve

# Targeting Like A Sniper

## 6. BARRIERS?

- Frustrations - what are their roadblocks?

## 7. WHAT MAKES THEM ANGRY?

## 8. WHAT FRUSTRATES THEM DAILY?

## 9. WHAT ARE THEY AFRAID OF?

## 10. WHAT DO THEY TALK ABOUT

You HAVE to answer these on a DEEP level.  
Half arse this you will have a half arsed  
brand.

# LEARN TO SWOT

# Learn To SWOT

Let's be SWOTS

OK this is a business tool, but this a great way for (US BRAND BUILDERS) you to now think about your brand and how it connects into your new found avatar.

It allows you to see how you can add value and allows you to look deep and improve your business to benefit the customer.

When you have this nailed, you effectively create a game plan fro continued growth, not focusing on one thing at a time.

Let's run through it



# Learn To SWOT

## STRENGTHS

Describe what a brand excels at and separates it from the competition: things like a strong brand, loyal customer base, unique technology and so on.

## WEAKNESSES

Stop an brand from performing at its optimum level. They are areas where the business needs to improve to remain competitive

## OPPORTUNITIES

Refer to favourable external factors that an organisation can use to give it a competitive advantage.

# Learn To SWOT

## THREATS

refers to factors that have the potential to harm an Brand. I.e. Faulty products.

So here's the exercise

Write down 5 answers to each section of SWOT.

Strengths:

- 1.
- 2.
- 3.
- 4.
- 5.

# Learn To SWOT

## Weaknesses:

- 1.
- 2.
- 3.
- 4.
- 5.

## Opportunities:

- 1.
- 2.
- 3.
- 4.
- 5.

# Learn To SWOT

Threats:

- 1.
- 2.
- 3.
- 4.
- 5.

**\*Don't ignore this - DO IT!**

# **THE ART OF BUILDING TRUST RAPIDLY**

# The Art Of Building Trust Rapidly

Ok before I get deeper than a whale omelette.

## “WHAT IS TRUST”

👉 Trust is a firm belief in the RELIABILITY, or ability of someone or something.

trust is a belief... You could say gut feeling, right?

Now let me tell you HOW you buy and pretty much 95% of humans.

You hear or see something

[That's KNOWING something].

You then become to LIKE it because it interests you.

# The Art Of Building Trust Rapidly

Then you TRUST it because your human gut feeling takes over and then you BUY.

Now what happens today with the availability of social media and the accessibility of targeting people with ads?

You've guessed it we skip out the LIKE/TRUST phase.

And no one buys, shocker!

Or you spend a shit tonne of cash on Ad spend, correct?

Pretty obvious right when you break it down like that?

# The Art Of Building Trust Rapidly

So here is the basic model to sales:

**KNOW - LIKE - TRUST - BUY**

And guess what?

The first 3 are branding.

See BRAND BUILDING is effectively building trust.

If no one trusts you then you don't have a brand and more importantly you don't make sales.

So how do you rapidly build trust.



# The Art Of Building Trust Rapidly

**YOU TREAT EVERY SINGLE CUSTOMER AND THEIR EXPERIENCE LIKE YOU ARE TRYING TO DATE THEM.**

You know what I mean, you go way out your way when you like someone.

So treat you customers/leads just the same  
STOP...

...Seeing them as cash cows.

This starts as soon as you first meet them on or offline.

**HOWEVER;** this happens before you meet them because your brand is what others say. AKA reputation.

# The Art Of Building Trust Rapidly

You know how most businesses gives away a FREE plans or guides and it seems dull nowadays.

It is.

Why?

Because they use it as a net. Once you're snagged [email] you get slammed with SELL, BUY my shit emails.

Email lists are great and you can make a tonne of cash from them but let me open you eyes to a different way to give away that free plan.

\*That free plan can be anything in your brand.

# The Art Of Building Trust Rapidly

That free plan is just a way to get someone to KNOW about you, thats it.

Now you have to be LIKED.

So find ways to contact the leads/customers directly.

Literally speak to them on a personal level.

“You can’t do this with a physical product?????”

Fuck off.... hahah

So you can’t have a Q&A on Twitter or Facebook and have the responder as @paulsbrand \*for example

# The Art Of Building Trust Rapidly

????

Just get people to [#askpaul](#)

You get it.

This is just one strategy

But what this does is make you become LIKED because now you are going beyond what all others in your space do.

Real life example:

When I launched my Mens Health Award Winning Supplement Brand we targeted Optimum Nutrition UK's followers.

Why?

# The Art Of Building Trust Rapidly

Because Optimum Nutrition never responded on Twitter to questions... So guess who dived in and answered.

Instantly being liked by their customers.

And when they came to our site and got a stack of training, diet and lifestyle advice and they started to TRUST us.

See we rapidly went from know to trust without once trying to sell.

**AKA being a human that's kind and helpful.**

I created a 7 figure turnover brand with only ever spending £500 on ad spend simply because I connected with the avatar.

# The Art Of Building Trust Rapidly

So want to be TRUSTED fast?

CONNECT

Do the f\*\*\*ing work others won't do.

Add this into clever use of Ads then you are dynamite.

Organic connecting, organic search are explosive in this CBD space.

GO CONNECT!!

**THE SIMPLE BUT  
NOT USED SKILL  
OF CREATING  
REPETITION AND  
RETENTION**

# Repetition And Retention

I'm going straight in... no preamble.

Ok so lets strip back the word retention first

“The condition or retaining [keeping] something”

I.e keeping the customers ATTENTION

Now lets dive deep into repetition

Repetition is a literary device that repeats the same words or phrases a few times to make an idea clearer

I.e CONSISTENCY



# Repetition And Retention

Summed up in Paul's way:

You get ATTENTION from being CONSISTENT and that enables you to RETAIN customers and have REPETITIVE sales.

This goes back to trust, when something feels repetitive and familiar we tend to trust more.

So what is consistency?

👉 Your brand message and values.

Over the page is an exercise that will stump you.

# Repetition And Retention

Here's an exercise:

Name your 4 brand values?

1.

2.

3.

4.

Spend 30 minutes writing these out DO NOT half arse this.

# Repetition And Retention

That stumped you didn't it, so here are Under Armour's for example:

- innovation
- Inspiration
- Reliability
- Integrity

Now just don't write down 4 titles.. Write down what they actually mean.

so if I was to expand on Under Armour's Integrity it would say this

***“Without it we cannot be a team. Build great products, tell a great story, provide a great service and build a great team”***

# Repetition And Retention

That sure sounds better than integrity.

And how powerful would that be if you said that to someone's face.

Those words would create customers for life [retention] as long as those values and the service were maintained [repetitive]

See it all stems from the fundamentals.

When you know your MESSAGE, STORY, AVATAR and VALUES everything falls into place and every time you communicate its CLEAR and CONCISE.

Its really that simple.

# Repetition And Retention

How can you NOT talk to your avatar on an emotional level now you know them intrinsically?

Exciting right?

BRAND BUILDING is building TRUST...

...And then your customers become your voice extension and sales team.

Thats the MAGIC hack.

**TRUST.**

# **HOW TO PUT THE UNIQUE IN UNIQUE**

# How To Put The Unique In Unique

Ok WHY are you unique?

What makes you different?

After consulting on 50+ brands in the last 7 months the common problem is NOT understanding WHY you are unique but HOW you convey that to your audience.

Yes you have a great CBD product - Someone is selling the same.

Yes you have the best FB Ad's course online - Someone is selling the same.

Yes you have the best training program to get people in shape - Someone is selling the same.

Get my point?

# How To Put The Unique In Unique

There are a tonne of people out there selling inferior products to you but making way more cash than you...

...And I bet that frustrated the crap out of you, right?

Lets take sports supplements and more in particular WHEY PROTEIN.

What differentiates the top brands? After all its virtually the same powder in a pot?

Ingredients? NO

Its the story, the motivation, the emotion, the SERVICE that company provides.



# How To Put The Unique In Unique

When I was in the supplement game with my Mens Health Award Winning Brand we competed [*Or a better way to say it - our selling price was the same as the top brands*] we didn't compete on price.

Why were we unique?

Well at the time there were no brands focused on the every day guy. Well they did but they used the wrong language.

No BIG brands were communicating with the customer on a personal level.

No BIG brands focused intrinsically on a specific avatar..They broad brushed the fitness niche.

Why were we unique

# How To Put The Unique In Unique

We believed that all ‘Average Joes’ just like us needed honesty and no bullshit when it came to getting in the best possible body in a hectic world.

That was our why!

We were selling the inspiration and motivation to all those guys that just wanted to look better than they did yesterday, the guys that wanted simple information (yes information) to get results around a hectic life style.

The guys that didn't want to live out of Tupperware but wanted to look half decent on a beach, but also turn girls heads [and guys].

# How To Put The Unique In Unique

HOW they did this was through the information we gave about changing their routines (or altering), giving them simple workouts, supporting their needs, having their backs and providing a service that they trusted.

We also just happened to sell Supplements -  
Our WHAT!

So what is it that makes you unique...

...because I guarantee there is someone selling EXACTLY the same thing as you.

It doesn't have to be something that is MAGIC, just something where your avatar just think 'I GET IT'

# How To Put The Unique In Unique

Some products will be unique... But don't make them so unique that no one gets it.

Remember its all about the avatar  
UNDERSTANDING and CONNECTING with  
what you offer.

👉 And if your uniqueness solves a problem  
even better

Now write down 5 areas why you are unique

Not just the product but think back to SWOT  
and the service you provide

- 1.
- 2.
- 3.
- 4.
- 5.

# BONUS #1

# 69 POINT EPIC F\*CKING BRAND CHECKLIST

Every single question you should be asking yourself before you pull the trigger on launch.

Here is my own personal guide I use for every brand I start or consult on from startup to 8 figure.

1. Is what the brand does obvious? ☒
2. Do I know the businesses why? ☒
3. Do I know the businesses how? ☒
4. Do I know the businesses what? ☒
- 5 Can I guess the avatar? ☒
6. If I was the avatar would I care? ☒
7. Why should I give a F\*\*\* about this brand? ☒
8. Is the brand unique? ☒
9. Does the brand have a USP? ☒
10. What is special about this brand? ☒

- 
- 11. **Is this product new?** ☒
  - 12. **Whats the competition?** ☒
  - 13. **Who is the competition?** ☒
  - 14. **Why are the competition better?** ☒
  - 15. **Where do the competition fail?** ☒
  - 16. **What opportunities does the competition create?** ☒
  - 17. **Can the brand take advantage of competitors Twitter?** ☒
  - 18. **Can the brand take advantage of competitors Facebook?** ☒
  - 19. **Can the brand take advantage of competitors Instagram?** ☒
  - 20. **Can the brand take advantage of competitors Snapchat?** ☒
  - 21. **Can the brand take advantage of competitors Pintrest?** ☒
  - 22. **What social channel is best suited to this brand?** ☒
  - 23. **Is the brand effective on Twitter?** ☒
  - 24. **Is the brand effective on Facebook?** ☒
  - 25. **Is the brand effective on Instagram?** ☒
  - 26. **Is the brand effective on Snapchat?** ☒
  - 27. **Is the brand effective on Pintrest?** ☒

- 
- 28. **Is the brand consistent across all social accounts?** ☒
  - 29. **Is the brand imagery congruent?** ☒
  - 30. **Is the brand imagery crap or professional?** ☒
  - 31. **Does the brand have product imagery?** ☒
  - 32. **Are the product names obvious?** ☒
  - 33. **Are the products congruent with brand?** ☒
  - 34. **Can I see a clear message?** ☒
  - 35. **At this stage am I put off by the brand?** ☒
  - 36. **What is my gut feeling right now about the brand?** ☒
  - 37. **Is the brand speaking to me or at me?** ☒
  - 38. **Is it about me or about them?** ☒
  - 39. **Is the brand focused on benefits or features?** ☒
  - 40. **Does the brand have a website?** ☒
  - 41. **Is the website crap or quality?** ☒
  - 42. **Is the website clear within 3 seconds what the brand is?** ☒
  - 43. **Is the website congruent with social media?** ☒
  - 44. **Is the website mobile optimised?** ☒



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- 45. **Is the website trying to get my data?** ☒
  - 46. **Does the website offer incentives?** ☒
  - 47. **Does the website excite me?** ☒
  - 48. **Does the website provide me with more than products?** ☒
  - 49. **Does the brand have reviews?** ☒
  - 50. **Does the brand have any authority?** ☒
  - 51. **Does the brand have any personal connection?** ☒
  - 52. **Would I buy off this brand right now?** ☒
  - 53. **Does the brands copy match the message?** ☒
  - 54. **Is the brand genuine or false?** ☒
  - 55. **Is the brand egotistical?** ☒
  - 56. **Would I recommend the brand to someone else?** ☒
  - 57. **Does the brand connect with customers daily?** ☒
  - 58. **Does the brand actively look to connect with browsers?** ☒
  - 59. **Does the brand have a mission statement?** ☒
  - 60. **Is the brand congruent with the mission?** ☒
  - 61. **Does the brand have a logo?** ☒



62. Does the logo represent the brand?



63. Is the logo stuck in the 70's?



64. Is the brand slogan clear?



65. Where is the brand failing?



66. Where is the brands strengths?



67. What are the opportunities?



68. What do I suggest?



69. Is the brand a waste of time?



# 69 POINT EPIC F\*CKING BRAND CHECKLIST **DONE**

That's it....

These are the 69 checks I carry out before I start to dive deep and really dig out the opportunities.

The question you should always be asking in your brand is **WHY SHOULD THEY GIVE A F\*CK!**

Now go and create epic brands....

# **BONUS #2**

# How To Make No Claims, But Make The Consumer Presume You Have!



Chill Out Girl.

No Stress, No Drama.

Just sit back and relax.....

Daily anxiety doesn't need to stress you out.

Waking up worrying about what's to come throughout the day shouldn't be the first thought you make.

Crazy work, life, mum, sister, partner, wife, friend balance doesn't need to feel chaotic.

Chill Out Girl....

# ChillOutGirl.com

This is just one example of ready made brand I create for entrepreneurs just like you every day.

Creating opportunities in this market with 20+ plus of research behind them is what I do. Anyone can create a good looking picture, but can they create a vision that connects into an opportunist niche so that you can bathe in success?





# Let's Work Together!



Desperate to have a brand built that will excite an audience and have an unfair advantage against the competition, then lets talk....

[MESSAGE NOW](#)

JUST**BRANDIT**