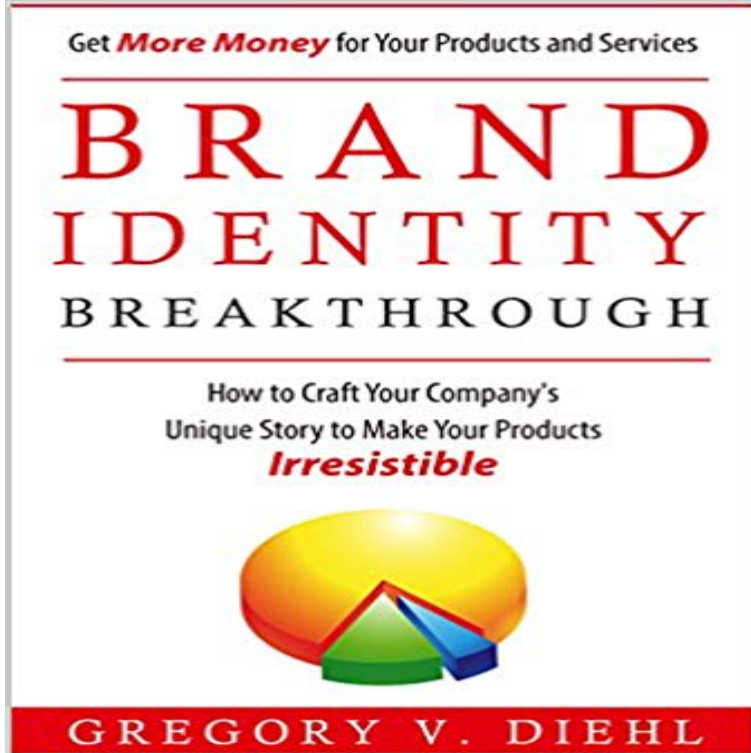


# Brand Identity Breakthrough: How to Craft Your Company's Unique Story to Make Your Products Irresistible



Amazon #1 Bestseller in Public Relations and Sales & Selling for Small Business

Does your business have a story to tell? It should! Every new product can be unique in its industry. Does your brand identity stand out from the crowd? After a life of exploring the way people exchange value in over 40 countries, Diehl teaches small business owners how to have conversations about brand identity and business storytelling. In *Brand Identity Breakthrough*, you will learn how to develop a strong brand identity by combining your personality and values with the functionality of your products, to become irreplaceable with your branding. Whether you lead a growing company, or are just starting a business, *Brand Identity Breakthrough* will give you a smarter way to think about product development flow, brand mapping strategy and branding, and business model generation. With undeniable, well-organized logic, it will show you how anyone can sell more, and at higher prices, so long as they give customers exactly what they want with business storytelling. Learn how to incorporate a unique selling proposition into your branding. Learn the best methods for how to sell a product to customers as a small business. Learn how to use business storytelling to sell products in both physical and online marketplaces.

Table of Contents

Section I: Why Identity Matters

This section will help you learn to see your own value, your small business, and your products or services from the perspective of your target audience. If you can train yourself to think like your target audience, you can get a much better idea of what unique selling proposition you should be focused on creating.

Chapter 1: Can You Tell a Good Story? (The Importance of Business Storytelling)

Chapter 2: When Good Ideas Fail

Chapter 3: Why Entrepreneurs Fail to See Their Own Value

Chapter 4: Why Others Fail to See Your

Value Section II: Creating Your Brand Identity We dont always know what makes our own ideas valuable. Failed entrepreneurs are often very close to getting the results they want with their branding. In being so close to your own small business, you forget what things look like to an outsider. Time to move beyond functional descriptions of your small business, and focus on profound change in your brand mapping strategy. Chapter 5: Uncovering Your Core Values Chapter 6: Developing a Unique Selling Proposition Chapter 7: Crafting Your Personality Profile Chapter 8: Knowing Your Target Audience Section III: Telling Your Story to the World Communication is happening in every shared moment with your brand identity. This is why sales and selling are so important. There are so many other things we take for granted about our branding and sales strategy. You will gain access to a wide new world of opportunities if you know how to talk in a way that makes others want to listen. Chapter 9: How to Sell Who You Are (Your Brand Identity as a Sales Pitch) Chapter 10: How to Speak with Clarity, Authority, & Authenticity Chapter 11: How to Display Your Character Through Writing Chapter 12: How to Educate Your Audience About Your Brand Identity Section IV: Brand Identity Case Studies Case Study #1: From Consultant to Concierge with Productized Services Case Study #2: Pre-Seeding a Two-Sided Marketplace for Launch Case Study #3: Turning a Charitable Project into a Profitable Movement Case Study #4: Skyrocketing a Personal Brand through Narrative Focus Case Study #5: Embracing Personality in a Technical Niche Section V: Resources for Prospective Entrepreneurs Appendix 1: Entrepreneurial Terms Defined Appendix 2: 50 Useful Starting Questions for New Entrepreneurs Appendix 3: Making Money Online

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