



TEST DRIVE



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# INTRODUCTION

## Welcome to Brand Bounce Bootcamp MAX!

Is your brand message attracting your target audience, or pushing them away? Brand Bounce Bootcamp MAX is designed to get your brand into shape, strengthening the core of your brand, your message. Let's bring some Bounce to your brand!



We understand that your marketing is one of the areas in your business that can feel the most daunting, and we also know you're busy and your time is valuable. With that in mind, we've combined all the exercises we use with our one-on-one clients into this simple Brand-It-Yourself format. These tools will help bring clarity to your message and create the foundation you need to be successful.

## A few things to understand before we get started:

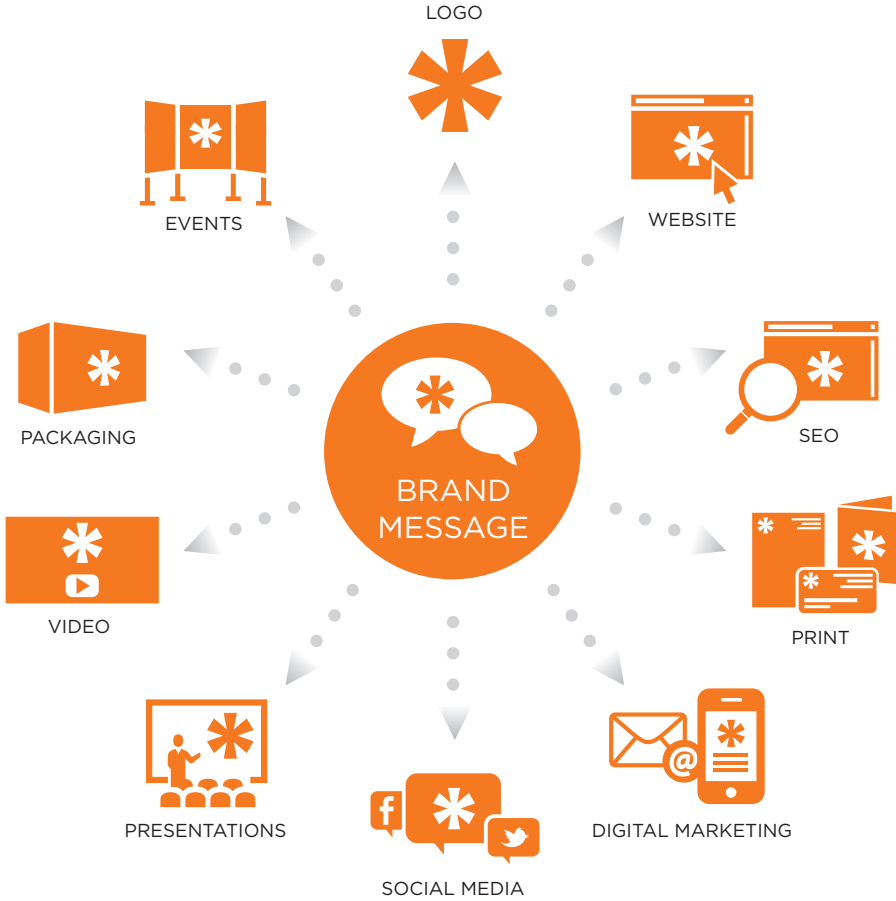
- **Each exercise is foundational to the next.**  
Just like going to the gym, skipping an exercise means it will take longer to see results. There are no shortcuts, and each exercise will develop a different marketing muscle.
- **You might get busy and tell yourself you don't have time to complete this.**  
Let's be frank. You don't have time NOT to do this. The clarity found here by defining who you are as a brand, who your audience is, and how you're talking to them will immediately impact your results.
- **Bootcamp is an investment in your business, your organization, and your brand.**  
These exercises are the same exercises our agency clients have used to build their brand messages - messages that create immediate ROI.
- **Push through.**  
Even if you get stuck, push through. Each Bootcamp exercise has been strategically designed to change how you communicate and generate big payoffs. Stick with it!
- **Trainer Tips**  
Included in these exercises are Trainer Tips. As you move through each exercise, these questions are designed to help you trigger deeper thinking.
- **Training Time**  
Each exercise has a suggested amount of time that you should spend working through it. The key is not to over think your answers, so we've included these to keep you moving!
- **The FREE Discovery Experience**  
Be sure to take advantage of the Discovery Experience we've included. Send it to your customers/clients, and use their outside feedback to gain valuable insights into your brand.

## PLEASE NOTE:

You can type your responses directly into this PDF. Before you start working through the exercises in this document, **MAKE SURE** you've opened it in some type of PDF software like Acrobat Reader. If you try to fill it out within your browser (Google Chrome, Safari, Firefox) your answers **WILL NOT** be saved.

# WHY THIS MATTERS

If there is one core element that impacts marketing success or failure, it is how you talk to your customers and communicate with your audience. Everything hinges on your brand's message. It is foundational to how you communicate on your website, print, packaging, email marketing, social media, digital ads, and even in person.



Your brand message touches everything, and if it is complicated, unclear, or inconsistent in any of these spaces, you will never connect with your audience. Bootcamp is designed to help you change that, as we train you to create brand messages that connect with your customers.



**BOOTCAMP  
STARTS NOW!**

# IT BEGINS WITH YOU

## OVERVIEW

Creating compelling brand messages starts with deepening your own understanding of your brand.

Most businesses and organizations offer fantastic products and services, but struggle with how to create brand messages that communicate what makes them different, and more important, why anyone should care. Sound familiar?

You likely have a top-level understanding of your organization, your products or services, and the features and benefits they provide. But do you communicate those things to your audience, and even your internal teams, in a way that speaks to their driving forces and inspires them to buy or take action?

Our first exercises focus on helping you gain valuable insights about your organization by exploring the following areas:



With a clear understanding of who you are as an organization, Brand Bounce Bootcamp MAX will help you clarify your brand messages. Going through this process will help you grow your customer base, increase engagement, and ultimately increase your revenues.



# LET'S GET TO WORK!

# EXERCISE 1: JUST ONE WORD



5 MINUTES

## A SINGLE WORD CAN WIELD GREAT POWER.

What words define your organization?

### INSTRUCTIONS:

If you were to describe your organization from the INSIDE, what words would you or your team use? If a customer or vendor were to describe your organization from the OUTSIDE, what words would they choose? In the spaces below, jot down the words that come to mind.

#### INSIDE THE ORGANIZATION VIEW

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#### OUTSIDE CUSTOMER/VENDOR VIEW

(Refer to Discovery Experience, Question 1 for help)

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### TRAINER TIP

Consider the difference between the words your internal team would use and the ones that people on the outside would share.

## EXERCISE 2: WHAT'S YOUR WHAT?



3 MINUTES

### LIST YOUR PRODUCTS AND SERVICES

You know what you do, the products you produce, and the services you provide. The simple exercise of compiling a real, detailed list is powerful.

#### INSTRUCTIONS:

List of all the products and services you provide.

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#### TRAINER TIP

Look for products/services that fall into distinct categories or groups. What relationships exist within products/services? Consider which products/services generate the most revenue, or have the best margins.

## EXERCISE 3: “WE \_\_\_\_\_”



5 MINUTES

### EXPLAINING WHO YOU ARE

How would you best describe your organization and what you do to someone you met for the first time?

#### INSTRUCTIONS:

Use short phrases to describe your organization. Keep it short and sweet, and control the urge to over-explain. No multi-sentence paragraphs.

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(Refer to Discovery Experience, Question 2 for help)



#### TRAINER TIP

Ask yourself this: If you were to ask others in your organization for their description, would their answers be consistent with your own? If not, it's a good sign your brand message is out of shape and is confusing your audience.

**READY FOR MORE?**  
MAKE YOUR BRAND  
**STRONGER** THAN EVER!



DOWNLOAD THE **FULL** BRAND  
BOUNCE BOOTCAMP EXPERIENCE

If you're ready for a personal trainer for your brand messages, we're ready to help you get strong. 17 exercises with 17 training videos are waiting to help you create messages that connect with and engage your audience, customers, clients, teams, and stakeholders. **You'll be able to use your new messages to immediately impact your marketing:**



WEBSITE



PRINT



DIGITAL MARKETING



SOCIAL MEDIA



PRESENTATIONS



VIDEO

**Purchase Brand Bounce Bootcamp MAX today at:**  
**[brandbouncebootcamp.com](http://brandbouncebootcamp.com)**

