

Workshop:

BUILD YOUR BRAND

Choose **five** value words that resonate with you:

How can you translate each of those words into a brand story that resonates with your specific audience:

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Adapt this to sound more like you/your brand.

Hi (Contact)

Over the course of our service agreement, Schooley Mitchell found \$75,000 in savings for a telecom client, plus an additional \$8,500 up-front from a billing error recovery.

What could your business do with an extra \$90,000?

I'd be happy to meet with you and show you how we can find savings for you.

Kind regards,

(franchisee)

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Identify two Drip Campaigns that align with your brand.

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What changes (if any) need to be made to these campaigns to sound like you?

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Customize your campaign: <https://training.schooleymitchell.com/customizing-a-drip-campaign/>
Ask Marketing and Communications to help: <https://training.schooleymitchell.com/support-requests/>

List Distinctive Value items that represent you/your brand.

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How will you deliver this Distinctive Value to your prospects and clients? Include the what, how and when, add it to your calendar.

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