

# Let\$ Make Money

A MARKETING, FINANCIAL & BUSINESS PRACTICES GUIDE FOR FPP MEMBERS – Issue # 39, 2006

## Create a Winning Brand Platform

There's a lot of buzz these days about having a "brand platform." Perhaps you've heard the term, but aren't sure what it means. Rest assured – you're not the only one! Even within the advertising industry you'll find disagreement over its definition. What one guru calls a "brand platform" another calls a "corporate image." Don't be confused. Regardless of what you call it, you need it. A brand platform serves as the springboard for all branding decisions.

Simply put, your brand platform is what your brand stands for. It's a strategic statement or set of statements that encompass who your company is, what it does, how it plans to succeed, and why it's unique or different. Although brand platforms vary from

business to business, most consist of the following basic elements:

1. Mission
2. Identity Attributes
3. Value Proposition
4. Tagline
5. Brand Story

Your mission statement should express your brand's purpose and driving philosophy in a clear, succinct and compelling way. You must identify your brand's features and benefits, target market and competitive advantages. Be brief.

For your identity attributes, list words or phrases that describe your brand at its core – words you want associated with your brand. This list should make your brand stand out. You want to "own" this word in the mind of your customer.

For your value proposition, ask yourself: "How is my brand better than the others? What's my brand's competitive advantage?" Distill your brand's value into a sentence or two; include the key word.

A tagline is a slogan or statement that condenses the brand essence in a way that creates interest. Keep it short and "smart."

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## Brand Platform (continued)

Record and preserve the history of your organization in a concise and compelling way to create a brand story. Was there anything unusual or interesting about how your company came into being? Think public relations angles.

Above all, remember that brands are created in the mind *and heart* of your customer. Strive to embed an emotional tie in your brand platform.

*Source: Excerpt From Article by John Williams, Entrepreneur.com, 2/13/06*

## Writing Ads That Build Brands

Creating branding ads that resonate with your audience is certainly not the easiest thing you'll ever do. However, the following tips will help.

First, find out what your customers are saying about you. To be successful, your branding ads must sharply echo "word on the street" about your company.

Second, substantiate

claims. Brand loyalty is built on the fact that our purchases remind us – and tell the world around us – who we are.

Third, double the verbs and whack the adjectives. Sniff out overused phrases. Stimulate customers' minds with thoughts more interesting than the ones they were previously thinking.

Fourth, link your "first mental image" and "last mental image." The first few words and last few words will be the easiest to remember. Great ads focus on a single point and contain that point in both the opening and closing statements of the ad. You'll elevate recall.

Fifth, be consistent. The consistent use of the same colors and fonts is often called "branding," but true branding extends far beyond a visual style. Brands are built on consistency, patience and attention to detail. It's going to take a lot longer to build your brand than you feel it should – years, not months.

*Source: Excerpt From Article by Roy H. Williams, Entrepreneur.com, 1/4/06*

## Unwritten Rules of Management

Swanson's Unwritten Rules of Management by Raytheon's CEO is a hot "underground" leadership book. It contains 33 concise leadership tips including:

# 4 – Look for what is missing. Few can see what isn't there.

# 9 – Persistence. Don't be known as a good starter but a poor finisher!

# 28 – We remember 1/3<sup>rd</sup> of what we read, 50% of what people tell us, but 100% of what we feel.

# 32 – A person who is nice to you but rude to the waiter is not nice. (This rule never fails.)

# 33 – Never be afraid to try something new. An amateur built an ark that survived a flood while a group of professionals built the Titanic!

Were available from:  
[www.raytheon.com](http://www.raytheon.com).

*Source: Executive Suite, USA Today, 12/19/05*

## Stress Management

A lecturer, when explaining stress management to an audience, raised a glass of water and asked: "How heavy is this glass of water?" Answers called out ranged from 20g to 500g. The lecturer replied: "The absolute weight doesn't matter. It depends on how long you try and hold it."

"If I hold it for a minute, that's not a problem. If I hold it for an hour, you'll have to call an ambulance. In each case, it's the same weight, but the longer I hold it, the heavier it becomes. And, that's the way it is with stress management."

"If we carry our burdens all the time, sooner or later, as the burden becomes increasingly heavy, we won't be able to carry on with the burden."

So, before you return home, put the burden of work down. Don't carry it home. You can pick it up tomorrow. Whatever burdens you're carrying now, put them down for a moment if you can.

Here are some ways of dealing with the burdens in your life:

- Accept that some days you are the pigeon, and some days you are the statue.
- Always keep your words soft and sweet, just in case you have to eat them.
- Always read stuff that will make you look good if you die in the middle of it.
- The second mouse gets the cheese.
- When everything's coming your way, you're in the wrong lane.
- Some mistakes are too much fun to only make once.
- We could learn a lot from crayons. Some are sharp, some are pretty and some are dull. Some have weird names, and all are different colors, but they all have to live in the same box.
- A truly happy person can enjoy the scenery on a detour.

*Source: Contributed by Hal West, FPP Past President (1982-1983), 2/11/06*

## BUSINESS BAG

### Overwork in America

Regarding stress, a survey by the Families & Work Institute found:

33% – Feel chronically overworked

54% – Feel overwhelmed by workload

*Source: Business Climate, Florida Trend, July 2005*

### Minolta → Sony

Minolta scored the world's first successful auto-focus, single-lens reflex camera.

So, camera buffs were stunned in January when Konica Minolta Holdings, Inc., which traces its roots to 1873, said it was quitting the camera business altogether – digital and film – and selling its digital assets to rival Sony Corp.

"In (the) era of digital cameras, where ... (CCD) technology ... is indispensable, it became difficult ... (to compete.)"

*Source: Contributed by Alan Feldman; Excerpt of Article by Hans Greimel, AP, 4/10/06*

## **BUSINESS BAG** (continued)

### **Nikon Streamlines**

Japanese camera and precision equipment maker Nikon said it will focus on digital photography and stop producing most of its film cameras, except for a few professional photographer products.

“Nikon will discontinue production of all lenses for large format cameras and enlarging lenses. This also applies to most of our film camera bodies, interchangeable manual-focus lenses and related accessories.”

Source: *Moneyline, USA Today, 1/13/06*

### **Camera Sales**

Worldwide consumer point-and-shoot digital still camera shipments market share in 2005:

- Canon – 15.7%
- Sony – 15.6%
- Kodak – 14.6%
- Olympus – 9.9%
- Nikon – 8.5%
- FujiFilm – 8.0%

Source: *IDC*

### **Online Tools for Small Business**

Online features that small and mid-size businesses use or are interested in using to have a competitive advantage:

- E-mail marketing – 60%
- Website appearance in search engines – 54%
- Online coupons – 27%
- Pay-per-click ads – 20%
- Blogs – 19%

Source: *Interland Business Barometer, Summer 2005*

### **Best State for Small Business**

Payroll provider SurePayroll ranked Florida as the best state for small businesses in 2005. The rating was based on past small-business job growth.

Other states in the Top 10 in order were: New York, Maryland, Michigan, Ohio, New Jersey, North Carolina, Indiana, Arizona and Illinois.

Source: *Fast Facts, FloridaTrend.com, April 2006*

### **Top Pilfer Items**

Employees take from office supply rooms for matters unrelated to job:

- Pen / pencil – 60%
- Post-its – 40%
- Envelopes – 32%
- Notepads – 28%
- Paper – 28%

Source: *Vault's Office Supplies Survey*

### **Inflate Your Tires**

Under-inflated tires waste 4MM gallons of gas / day!

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Executive Director:  
Teri Crownover  
Ph: 1-800-330-0532

Send comments & contributions to the Editor: Judy Stimson  
[Judy@BestImagePhoto.com](mailto:Judy@BestImagePhoto.com); P.O. Box 5806; SCC, FL; 33571-5806

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