

THEME: "Contrast"

TIME: 1 minute

DATE: July 2014

LOCATION: A snowfield at timberline, McCullough Gulch Trail, Colorado

THE KEY VIEWPOINT: In addition to clarifying the value you offer (aka Unique Selling Proposition), it's vital to clarify the contrasting point of view: the benefits and results your clients receive. This is critical for your website and other marketing tools.

TRANSCRIPT: "I'm here at McCullough Gulch Trail on the Western Slope of Colorado, not far from Breckenridge, Colorado. My thanks to Mary T. Will, my long-time friend who is doing the camera work right now. As we're crossing this snowfield on a fairly warm, comfortable day, I was thinking about CONTRAST. I was thinking about how a lot of small business owners and solopreneurs (professional speakers, corporate consultants, business coaches) struggle to put on the customer hat and think about their business from that 180-degree angle. So it's really wise, from a branding standpoint, to think about the value you offer – get really, really clear about the specific value you offer. But then – 180-degrees, flip-side of the coin, that big contrast – you have to put on the customer hat and think about the benefits and results your clients receive. Big contrast. So put on your customer hat, change your viewpoint 180-degrees from thinking about the value you offer – and think about the benefits your customers receive. (It's important to communicate this in your website and other marketing tools.) It's a big contrast, like being on a snowfield on a warm day, here in Colorado."



Patrice Rhoades-Baum

Marketing Consultant & Branding Expert

Patrice "cracked the code" for branding for small business and solopreneurs (professional speakers, corporate consultants, business coaches).

Patrice believes you *must* clarify your brand; it's the foundation – the launchpad! – to promote and grow your business. Using her laser-focused "Nail Your Brand" approach, Patrice will team with you to:

- Clarify your brand
- Lead her team of service providers to create your marketing toolkit: new website, speaker one-sheet, and stationery package

Backed by 25 years of high-tech corporate marketing...

Patrice has managed big-budget advertising campaigns, direct-mail programs, and tradeshow events. She has been the project manager and copywriter for numerous websites, including two Hewlett-Packard websites with budgets exceeding \$250,000. An expert copywriter, Patrice has been published in *Fortune* magazine. Learn more and get a free “Nail Your Elevator Pitch” worksheet at www.BrandingAndWebsites.com.

Visit “Branding Views” and join the adventure!

From high in the Rocky Mountains to deep in Utah’s canyon country, Patrice delivers sage branding and marketing advice in this ongoing series of 1-minute videos. Bookmark www.BrandingViews.com to see stunning views of the West, Southwest, and Midwest. Enjoy breathtaking views, fresh air, and a fresh perspective!



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