

THE AUTHORITY GUIDE TO CREATING BRAND STORIES THAT SELL



Smart and simple strategies to
make your business irresistible

JIM O'CONNOR

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The Authority Guide to Creating Brand Stories that Sell

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Great brands are the ones that tell the best stories. Sure, good products and services matter, but stories are what connect people with companies.

Jason Fried
founder of Basecamp



Introduction

So, you are interested in creating brand stories and marketing messages that will prove irresistibly attractive to potential customers.

Me too. As a professional copywriter I've helped huge numbers of very different businesses rise to this challenge – from big consumer brands like Colgate-Palmolive, Heinz and Dairy Crest to small engineering companies, software developers and boutique hotels. What's more, unlike most copywriters, and indeed most people in marketing, I've been employed in sales. Face to face with real prospects you quickly receive short sharp lessons in what they want to hear, and what they don't.

I'm not telling you this to blow my own trumpet, just to reassure you that I have gained some valuable experience and knowledge.

Why do I want to share this now? Because I see so many businesses, full of great people giving it their all, making a horrible mess of presenting their offering to potential customers.

Instead of preparing their brand story in a systematic and strategic fashion they just dive in and start kicking ideas around. Rather than asking sensible preliminary questions like 'What's

our offering?’, ‘How does it differ from that of our competitors?’ and ‘What do potential customers most want to hear?’ they skip straight to ‘We need a website’, ‘Let’s do AdWords’ and ‘We must get busy on social media.’ They start discussing *how* to communicate their message before first working out *what* it should be.

This is a sure-fire way to create chaos.

An old man is walking along a beach. He sees a boy at the waterline who is saving stranded starfish by throwing them back into the sea. The old man says, ‘What’s the point? There are so many – you’ll never make a difference.’ The boy throws back another and replies, ‘I just made a difference to that one!’ Over the years I’ve made a difference to many businesses, one at a time. But now I’d like to try and make a difference to larger numbers.

In this book I share a simple, practical and proven process for preparing a brand story that works – one that says the right things, to the right people, in the right order and in the right way for maximum impact. It’s less about how to write and more about how to think.

If you are frustrated that your marketing is not producing the results you’d like, and worried that your brand story is too weak to punch its way out of a wet paper bag, then this little book will be a big help.

The business with the best brand story wins. Find out how to write yours.

Connect with your customers and make your business impossible to resist using this sharp, practical *Authority Guide* that will save you time, money and frustration. Combine psychology, creativity, logic and emotion expertly into a brand story that will make your business stand out from the crowd. And using Jim O'Connor's hard-won knowledge and vast experience give your business the focus, affinity, distinction and competitive advantage it needs to succeed and thrive.



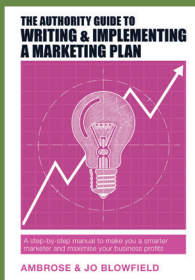
“A lifetime of knowledge has been condensed into an inspiring guide for anybody interested in staying ahead of the competition. Authoritative, helpful and human.”

Bevan Mawby, partner, DB Communication By Design

The Authority Guides are pocket-sized books offering highly practical and accessible guidance on business matters of every description. Aimed at the busy business professional and business owner, each book in the series has been written by an author who is not only an expert in their field but who is working today at the coalface of their specialism.



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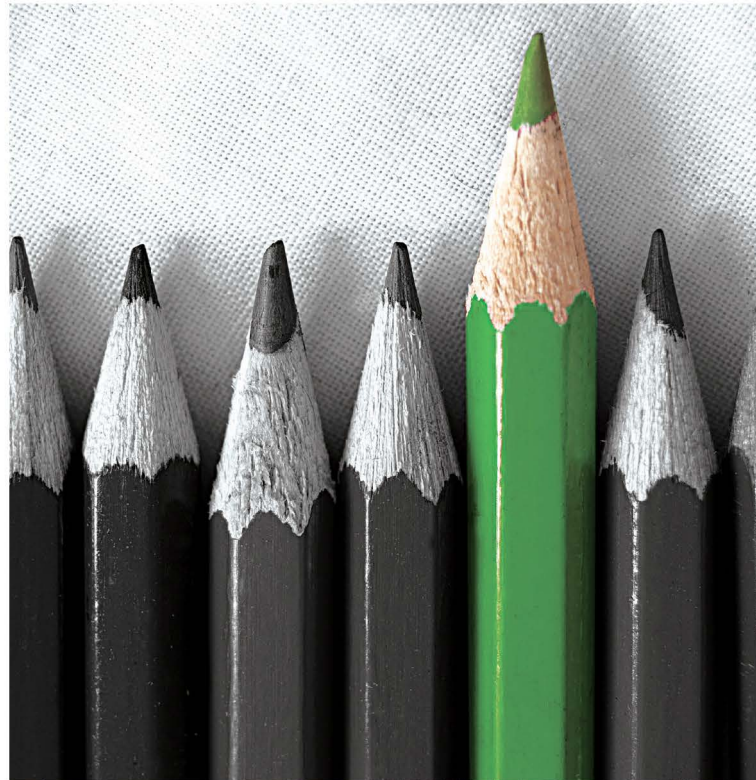
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THE AUTHORITY GUIDE TO TRUSTED SELLING

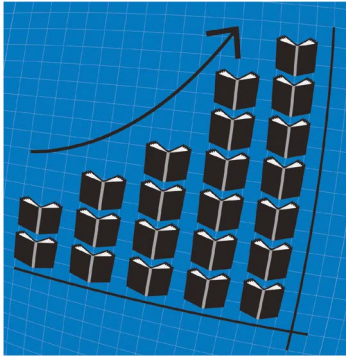


Building stronger, deeper, more profitable relationships
with your customers to create lifetime loyalty

PAUL AVINS

In today's volatile world sales professionals must know how to build trust in their company, their products and ultimately themselves in order to win the business. In this *Authority Guide*, sales coach Paul Avins shares his proven, 4-step system to help you contact, connect and convert more customers with less effort and no pressure.

THE AUTHORITY GUIDE TO MARKETING YOUR BUSINESS BOOK



52 easy-to-follow tips
from a book PR expert

CHANTAL COOKE

It's never too soon to start thinking about how to market and promote your book. In this *Authority Guide*, leading book PR and marketing expert Chantal Cooke, presents 52 tips that will make your book stand out from the crowd, build your credibility as an author, and ensure you achieve those all-important sales.

THE AUTHORITY GUIDE TO PRESENTING AND PUBLIC SPEAKING



How to deliver engaging
and effective business presentations

STEVE BUSTIN

Whether it's your first presentation or you're an experienced speaker, this *Authority Guide* will give you the tools, tips and confidence to deliver engaging, creative and effective presentations. Steve Bustin, an award-winning business speaker, an executive-level speech coach and corporate presentation skills trainer, will teach you simple but effective techniques to keep your audience engaged.

THE AUTHORITY GUIDE TO PRACTICAL MINDFULNESS



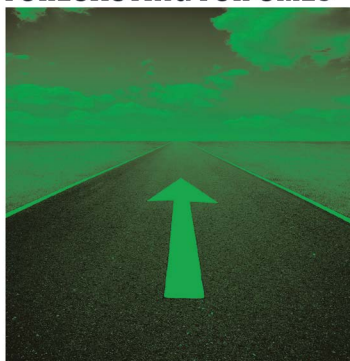
How to improve your productivity, creativity and focus by slowing down for just 10 minutes a day

TOM EVANS

Enhance your wellbeing, creativity and vitality with mindfulness meditation.

In this *Authority Guide*, Tom Evans invites you to embrace the benefits of meditation in both your life and your business. With the practical mindfulness meditative techniques described in this book, you will learn how to get more done in less time. You will discover how to generate ideas off the top of your head and how to allow serendipity to land at your feet. This book opens the door to a new way to be and do.

THE AUTHORITY GUIDE TO FINANCIAL FORECASTING FOR SMES

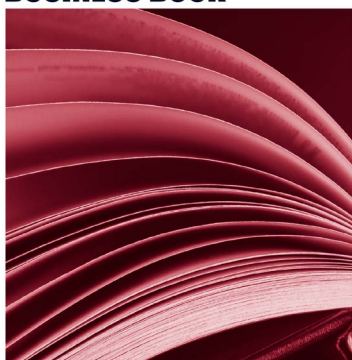


Pain-free financials for finance and planning

SIMON THOMPSON

In this *Authority Guide*, forecasting guru Simon Thompson shows you how to build financial forecasts quickly, effectively and cheaply through his unique, proven and easy-to-follow 10-step process. By learning how to create effective forecasts you will master the ability to understand the potential financial outcomes for your business and be able to communicate financial information in order to successfully raise investment or loans.

THE AUTHORITY GUIDE TO PUBLISHING YOUR BUSINESS BOOK



Take your business to a new level by becoming an authority in your field

SUE RICHARDSON

Publishing expert, Sue Richardson, shows you how to use your expertise, knowledge and experience to become a published authority in your field and gain the visibility you and your business needs. This *Authority Guide* will help you to create a plan that ensures you write and publish the right book for your business.

THE AUTHORITY GUIDE TO EMOTIONAL RESILIENCE IN BUSINESS



Strategies to manage stress and
weather storms in the workplace

ROBIN HILLS

The emotional resilience of those involved in a business will contribute significantly to the organisation's success. This *Authority Guide* from leading emotional intelligence expert, Robin Hills, will help you change the way you think about yourself and the way you approach potentially difficult situations. You will be able to develop your own personal resilience and understand how to develop resilience within the hearts and minds of your team and your organisation.

THE AUTHORITY GUIDE TO MEANINGFUL SUCCESS



How to combine purpose, passion and
promise to create profit for your business

TIM JOHNSON

Tim Johnson, founder of Meaningful Success, shows you how to integrate practical business thinking with practical personal development to build a global network through your business or charity. This *Authority Guide* blueprints how we can embrace the best elements of entrepreneurial drive and passion, enabling blame-free culture to lead teams and provide personal fulfilment for all those involved.

THE AUTHORITY GUIDE TO ENGAGING YOUR PEOPLE



Raise staff performance and wellbeing, increase
profitability and improve customer satisfaction

SUE MITCHELL

This *Authority Guide* addresses how businesses can increase their performance, productivity and customer/staff satisfaction through focusing on engagement. Sue Mitchell, an authority in coaching and leadership development, shows you how to build a team who is committed, inspired and eager to deliver their best work in order to make a difference.

THE AUTHORITY GUIDE TO PR FOR SMALL BUSINESSES

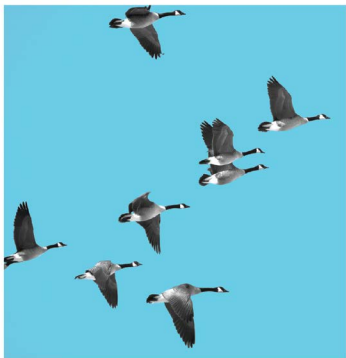


Use the power of public relations and the media to reach your target customer and grow your business

STEVE BUSTIN

Any business wanting to reach new customers should be embracing public relations to spread their key messages. If you don't, your competitors will. This *Authority Guide* shows you how to grab the headlines (for all the right reasons), reach huge audiences and grow your business by accessing the media to tell your story.

THE AUTHORITY GUIDE TO MINDFUL LEADERSHIP



Simple techniques and exercises to manage yourself, manage others and effect change

PALMA MICHEL

Today's leaders and organisations need to develop an agile mindset and take bold risks. This *Authority Guide* shows you how to link mindfulness directly to business challenges and offers practical and accessible tools for change. Written by an expert on leadership, meditation and mindfulness, the book teaches you how to manage your inner landscape of thoughts, emotions and interruptions so that you can create a compassionate, innovative and sustainable working culture.

THE AUTHORITY GUIDE TO DEVELOPING HIGH PERFORMANCE TEAMS



How to develop brilliant teams and reap the rich rewards of effective collaboration in the workplace

ANDREW JENKINS

To make your good business a great business you need to have more than just a strong product or service. Having a highperforming team in your organisation is guaranteed to give you a competitive advantage. Andrew Jenkins helps you discover how to cultivate in your people the willingness to grow as individuals and as a group. Packed with easy-to-follow activities, exercises and models this *Authority Guide* explains how to build a high-performing, collaborative, trusting and resilient team.

THE AUTHORITY GUIDE TO WRITING & IMPLEMENTING A MARKETING PLAN



A step-by-step manual to make you a smarter marketer and maximise your business profits

AMBROSE & JO BLOWFIELD

Written especially for small businesses, this *Authority Guide* shows you how to write and execute your marketing plans efficiently and accurately. Ambrose and Jo Blowfield will help you create a plan using proven, affordable marketing tactics for both digital and traditional strategies. You'll have a year long marketing plan that is structured, well thought out and targeted to your ideal clients, allowing you proactively to promote your business.

THE AUTHORITY GUIDE TO PERFORMANCE MANAGEMENT



How to build a culture of excellence in the workplace

GENE JOHNSON

In this *Authority Guide* you will explore how to set expectations, give and receive real-time feedback and, as managers, become mentors in your workplace. These are essential to building and sustaining an excellent performance culture. Work psychologist, Dr Gene Johnson, teaches you how to focus on a results-driven culture, how to build it and how to not get muddled up in the mechanics of the process.

THE AUTHORITY GUIDE TO NETWORKING FOR BUSINESS GROWTH

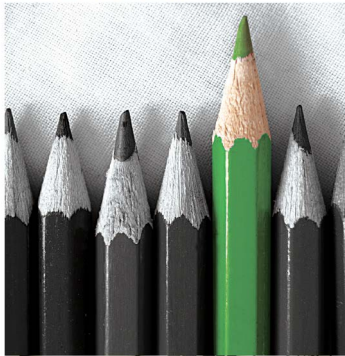


How to master confident, effective networking and win more business

ROB BROWN

Overcome all your networking fears and learn how effortlessly to build and leverage the powerful connections you need to enhance your reputation, raise your profile and win more business. Networking expert Rob Brown will coach you on all the essential skills that will help you meet new people, create new leads, open up opportunities and grow your business – confidently and effectively.

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Connect with your customers and make your business impossible to resist using this sharp, practical *Authority Guide* that will save you time, money and frustration. Combine psychology, creativity, logic and emotion expertly into a brand story that will make your business stand out from the crowd. And using Jim O'Connor's hard-won knowledge and vast experience give your business the focus, affinity, distinction and competitive advantage it needs to succeed and thrive.

THE AUTHORITY GUIDE TO PITCHING YOUR BUSINESS



How to make an impact and be remembered –
in under a minute!

MEL SHERWOOD

Create success and secure more business with a powerful pitch that really packs a punch. Avoid all the common pitfalls and learn how to boldly and succinctly explain what you do in less than 60 seconds. In this fast, focused *Authority Guide* Mel Sherwood shares her expert knowledge to give you the skills you need to prepare and deliver a professional pitch with authority, confidence and passion.

THE AUTHORITY GUIDE TO CONFLICT RESOLUTION



How to overcome the barriers
to effective collaboration

JANE GUNN

Capture and harness the positive energy that different personalities and approaches bring to conquer the problems that can harm teamwork, productivity and engagement in your business. In this practical *Authority Guide*, mediation expert Jane Gunn will teach you all the essential skills you need to constructively manage change, challenges and crisis. Develop a deeper understanding of conflict and how to transform it, as you unlock the secret to true collaboration and promote a culture of respect, cooperation and success.

**THE AUTHORITY GUIDE TO
BEHAVIOUR IN
BUSINESS**



How to inspire others and
build successful relationships

ROBIN HILLS

Discover what makes people tick, how they perceive and react to different situations and why they behave the way they do. In this fast, focused guide, emotional intelligence expert Robin Hills reveals insights into motivation and how people perceive situations in business. As he unlocks the secrets of human nature you'll learn how to inspire top performance, gain trust, win confidence and build lasting relationships – more effectively and with great results!

**THE AUTHORITY GUIDE TO
PROFITABLE
PRICING**



How to develop a powerful strategy to boost
turnover, profit, cash flow and business growth

SHAZ NAWAZ

Setting the optimum price for your products and services that's right for your customers and market, is vital to success. But how do you know what you're charging is doing the best job possible? In this smart, savvy Authority Guide, pricing expert Shaz Nawaz takes you step by step through everything you need to know to build a solid, reliable pricing strategy for your business. Thrive, flourish and open the door to instant increased turnover, the best customers and accelerated growth with the key to profitable pricing.

**New titles of the Authority
Guides to come soon.**