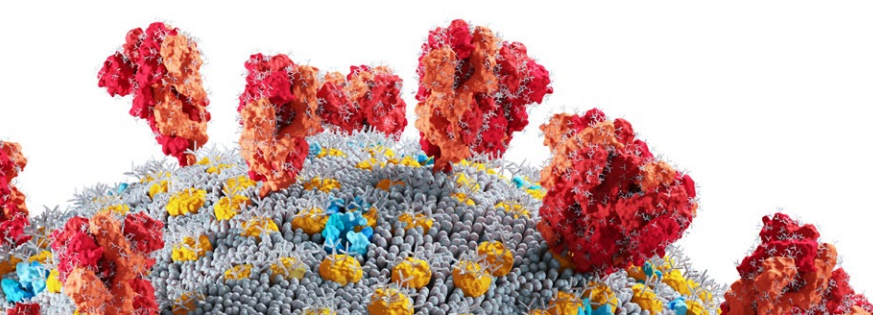




YOUR COVID LEGACY

HOW TO 'ETHICALLY' EMBRACE AND EVOLVE YOUR BRAND
TO THE CURRENT COVID WORLD, AND BEYOND



THE
BRAND
CHAP™

**Irrelevant what COVID-19 threw
at us, all of us have been affected
in one way or another.**

Irrelevant how prosperous we were or weren't, almost everyone lost a little bit of themselves in the process. However, what we've lost doesn't have to define us, our businesses or our futures.

Many of my 'Catapult' clients have managed to pivot, implement and thrive through the COVID-19 years, with some creating alternative revenue streams that have now overtaken the entire initial business. Some of those companies have evolved to a point where their companies will be far healthier and the offerings far better due to Covid!

The strategies behind these real-life 'Covid Survival Stories' are fascinating, inspiring, duplicatable and implementable.

Use this workbook to extract your own opportunities, strategies and implementable actions similar to those currently being used by businesses that are flourishing, and that will remain equally valid and powerful once Covid's grip dissipates, and all that remains is its legacy.

I hope this serves you well.

Adam

1.

Where are you now?

Time to be really honest about where you find yourself right now.

What are the business and life challenges that face you?

What would you need to circumnavigate them?

What business and life opportunities are present?

What would you need to capitalise on them?

2.

What do your customers need now?

Thinking about your current/historical customers.

What/why did they used to buy from you Pre-Covid?

What changed, if anything?

What might they like to buy from you now?

Can you serve them what they need now? If not, why not?

3.

When to Pivot?

Don't just focus on what you do or did!

What new offering could you create based on what you already do?

What new pivoted offering could you craft to help your customers in the now?

4.

Pivoting to Survive or Thrive?

Is the pivot just for now or something more sustainable?

Research and flesh-out the price and profitability of the new offerings.

Are these as/less/more profitable than your historic offering?

Is this something that you'd like to offer Post-Covid?

Can you offer this Post-Covid based on logistics, staff, resources?

5. Speed before Perfection

Nobody expects perfection at the moment! And they won't for a while...

Have you any internal barriers to offering something that's not perfect?

What is the minimum level of perfection that you're comfortable with?

What is the easiest/quickest route to market that is safe and ethical?

What safety measures/guarantees can you allocate to reduce any anxiety?

What is still holding you back if anything?

6.

Sympathy, Empathy and LOVE

The key to emotionally connecting at a deeper level.

Create a short sentence acknowledging the pain your audience might be feeling.

Where is/isn't this relevant for your audience?

Is there an extended version required based on your specific customers?

7. Share your COVID Story

Storytelling is a powerful way of exposing ourselves and building trust.

What were your challenges during Covid?

What were your best moments during Covid?

How did you help others during Covid?

Who helped you during Covid?

What positive outcomes have emerged from the Covid experience so far?

8.

Plan and Prepare for the world to re-open

What will your customers need Post-Covid?

What heightened pains/desires will your customers have Post-Covid?

What changed, if anything?

What might they like to buy from you Post-Covid?

Can you serve them what they need Post-Covid? If not, why not?

What do you need to start getting in place to facilitate the above?

9.

**COVID may fade away, VUCA is here to stay.
Build your brand with VUCA in mind.**

The VUCA Transformation challenge.

What are the changes you could to make to your brand, so people feel VUCA-free in your world?

V = Volatile

U = Uncertain

C = Chaotic

A = Ambiguous

BUSINESS INTO BRAND PROGRAMME

POSSIBLY THE BEST INVESTMENT YOU'LL MAKE THIS YEAR!

Vision • Clarity • Action
Transforming your Business
Realising your Personal Potential

The 'Brand for Business' series of workshops; designed to extract, define and hone your brand and much more...

On our 6 months journey, we're going to go deeper than you might think is required or possible while also aligning your personal goals to your business offerings.

Working through the entire 'Brand Foundation' touching on 'Brand Aesthetic', we'll also be highlighting opportunities and ways we can price and create packages that stand out in our markets and convert interest into sales.

Towards the end of the programme, we'll turn our attention to the ever-changing ways to get in front of your audience in a brand-confident and appropriate way.

Opening your mind and thought-processes to this world could and can make a massive difference to your business and personal life.

Don't take our word for it!
See what past graduates have to say...

Who's it for?

- Forward-thinking Business Owners, Senior Leaders and In-House Marketing Teams.
- Existing Businesses wanting to create a significant advantage over the competition.
- Start-ups, looking to circumnavigate the errors and pitfalls most businesses are still unaware of.



THEIR WORDS.... www.theBrandChap.com/Programme
NOT OURS



15 35
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David Allen
Accountancy • Tax • Business Services



and many more...

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Programme
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Programme + Monthly Coaching
£2,645 +vat

Session 1

Laser-sharp clarity and vision for you and your brand.

Session 2

Emotionally intelligent and honest brands with depth... Win.

Session 3

Offerings that stop your audience in their tracks.

Session 4

Position, price, process and packages that sell.

Session 5

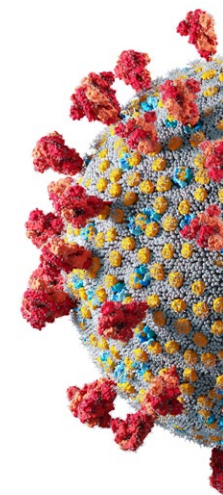
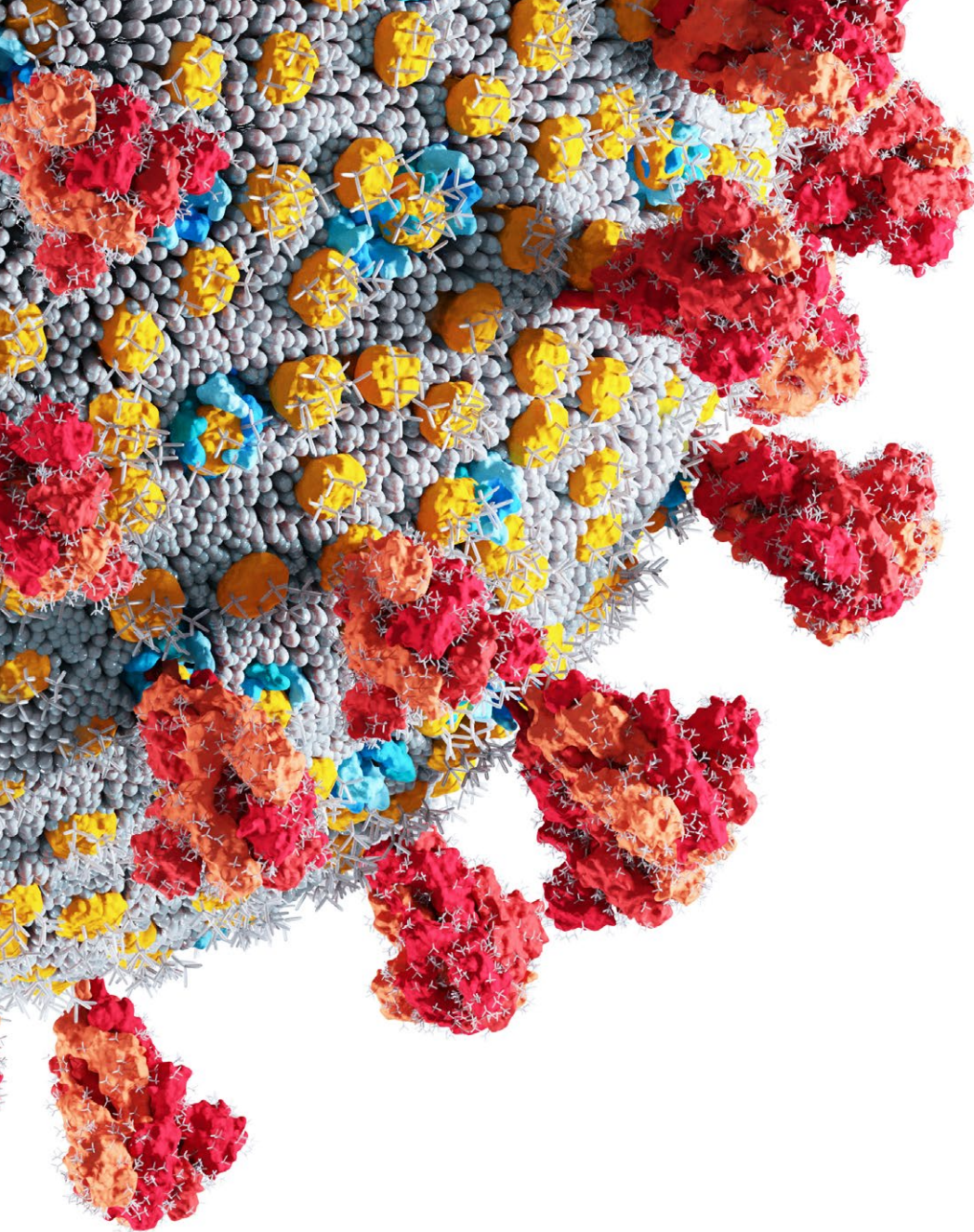
Empower yourself to be on-brand and truly creative.

Session 6

Where, how and what to shout about.

After Covid
Businesses will
stop caring
BRANDS WON'T

**When the need to be nice dissipates,
brands will continue to care.**



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