

THE WORLD HAS CHANGED. YOUR MESSAGING STRATEGY NEEDS TO CHANGE ALSO.

Now is not the time to sell. Now is the time to care.

Today we are wondering what’s going on and what to do about it. That’s true for today’s business leaders. But just because you don’t know what to say doesn’t mean you have the luxury of not saying anything at all.

Instead, now is the time for leaders to rally their troops around their shared values, their shared beliefs, and their shared goals.



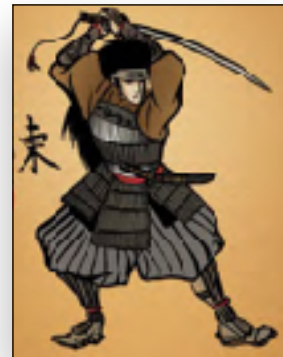
Your audiences - both external and internal - are wondering what to do and what to say to their customers. And right now is the perfect time for you to show them.

Health experts have told us to practice “social distancing.” I believe advice we should be practicing “physical distancing” while we actually increase the amount of social time we spend with together, albeit it virtually.

Of course we cannot do that in person. But today we are lucky to have the technology that allows us to interact virtually. Zoom, FaceTime, and other Internet apps can help us to touch others’ hearts even when we can’t actually touch them.

Let branding expert and messaging strategist Bruce Turkel show your team the best ways to react in times of adversity. Bruce has been interviewed over 400 times on CNNi, MSNBC, and Fox Business and knows how to react to a crises. Bruce will craft a virtual webinar just for you where he will share his tools, tips, and techniques to both show your people how to use today’s technology and what to say and do when they are using it.

Asian warlord Sun-Tzu said that “tactics without strategy is the sound of failure.”



Sun-Tzu also believed that “strategy without tactics is the slowest path to success.”

The key thing leaders can do is change hearts and habits so that everyone is on the same page and can move forward together.

Seven Steps to Building Brand Value



1. All About Them.
2. Hearts Then Minds.
3. Make It Simple.
4. Make It Quick.
5. Make It Yours.
6. All Five Senses.
7. Repeat. Repeat. Repeat.

FROM *THE HARVARD BUSINESS REVIEW*

“...t’s wise to contain costs, but failing to support brands or examine core customers’... needs can jeopardize performance over the long term. Companies that put customer needs under the microscope, take a scalpel rather than a cleaver to their marketing budget, and nimbly adjust strategies, tactics, and product offerings... are more likely to flourish during and after a recession.”

Four Types of Consumers

1. **Slam-on-the-brake** feel vulnerable and stop spending.
2. **Pained-but-patient** are resilient and optimistic but concerned..
3. **Comfortably-well off** feel secure but tend to purchase more selectively and less conspicuously.
4. **Live-for-Today** consumers carry on mostly as usual.

Four Types of Products and Services

1. **Essentials** are necessary for survival.
2. **Treats** are indulgences whose purchase is considered justifiable.
3. **Postponables** are items whose purchase can be put off.
4. **Expendables** are no longer justifiable.

Four Courses of Action for Success

1. **Assess opportunities.** Perform a “brand triage” to determine which of your products die, which stabilize, and which flourish.
2. **Allocate for the long term.** Don’t panic. Commit to reinforcing your core brand proposition.
3. **Track how customers reassess priorities, reallocate funds, switch brands, and redefine value** and act accordingly
4. **Balance your communications budget.** Do not spend yourself into oblivion but do not save yourself into irrelevance either.

Prepare for a long-term shift in consumer values and consumer attitudes.

Business as usual will become business as UNUSUAL

The NEW NORMAL will become THE NORMAL

You should treat your face the same way you should treat your 401(k) and your IRA. Don’t touch them.”