



The 7 points that build your brand

The 7 Steps to Building Brand Value are registered trademarks of TURKEL. ©2008



ALL ABOUT THEM

People care most about things that affect them. In order to reach them, you need to communicate in a way that informs them “what’s in it for me?”.



HEARTS THEN MINDS

People make decisions based on emotions and justify their decisions with facts. To get someone to pay attention, you must get them emotionally involved.



MAKE IT SIMPLE

MAKE SIMPLE

Today's world is a busy, confusing place.

To make an impression and an impact, your message must be succinct and digestible.



MAKE IT QUICK

Things happen so fast these days that if you take your time, no one will wait around for you to explain your entire message....





ALL FIVE SENSES

Conversations involve all the human senses. To communicate effectively, be sure that you're engaging as many of your audiences' senses as possible.



REPEAT
REPEAT
REPEAT

REPEAT. REPEAT. REPEAT.

Your message must be repeated often enough that your audience can act on it. This doesn't give you license to be repetitive, but demands new and creative ways to reinforce your position.