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**“What's Your Story?”  
Reposition Your Brand & Watch Sales Soar**

Jay Busselle - FLEXpoint, Equipment Zone, PromoKitchen



**ASI**  
**SHOW**  
FORT WORTH



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# There are 4 key reasons why working on **Repositioning** your business story, and brand narrative is worth your time and you should practice!

1. Consumer buying behavior has dramatically changed
2. It's a Competitive Advantage
3. Memorable and Shareable
4. Emotional Connections lead to TRUST; and trust leads to SALES!



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**So It's Not Too  
Late, Jay?**





**NOPE!**



It's **NOT** Too Late!

It's time for  
**Clarity!**

It's time for  
**Alignment!**

It's time for a  
memorable  
**STORY!**

To thrive in the current market, businesses need to prioritize  
customer-centric marketing over traditional  
company-centric approaches

# REPOSITION!



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# Here are some facts about buying behaviors:

1. Most people research you online before they buy from you.
2. 87% of consumers used Google to evaluate local businesses in 2022, up from 81% in 2021.\*
3. 98% of consumers used the internet to find information about local businesses in 2022, up from 90% in 2019.\*

\*According to BrightLocal; Local Consumer Review Survey 2023.  
[www.brightlocal.com/research/local-consumer-review-survey/](http://www.brightlocal.com/research/local-consumer-review-survey/)



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**“Marketing is** no longer  
about the stuff you  
make, but **about the**  
**stories you tell.”**

**Seth Godin**



# TOP 9 STORY ARCHETYPES



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1. **Hero's Journey:** A protagonist embarks on an adventure, faces challenges, undergoes transformation, and returns home with newfound wisdom or a valuable treasure.
2. **Overcoming the Monster:** A protagonist confronts and defeats a powerful antagonist or formidable obstacle, often symbolizing a personal or external threat.
3. **Rags to Riches:** A character starts in a lowly position, overcomes obstacles, and achieves success or a higher status.
4. **Voyage and Return:** A protagonist ventures into a strange or unfamiliar world, faces trials, and ultimately returns home transformed.
5. **Comedy:** A lighthearted narrative where characters find themselves in amusing and often absurd situations, leading to a resolution that typically involves reconciliation and happiness.
6. **Tragedy:** A story that depicts the downfall of a protagonist due to a character flaw or an unavoidable fate, resulting in a somber or catastrophic ending.
7. **Rebirth:** A character undergoes a significant personal change or redemption, often as a result of a transformative event or realization.
8. **Quest:** A protagonist embarks on a journey or mission to find a person, object, or knowledge, encountering challenges and ultimately achieving the goal.
9. **The Fall:** A story that explores the moral or psychological decline of a character or society, often portraying the consequences of their actions.



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# WHICH NARRATIVE WORKS BEST?



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# Small businesses trying to describe their story may find the **"Rags to Riches"** narrative works exceptionally well. WHY?

1. Relatability
2. Underdog Appeal
3. Empathy & Authenticity
4. Inspirational



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# WHERE SHOULD I SHARE MY STORY?



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# There are a few places to share your brand story - but let's start here:

1. In person
2. Your website
3. LinkedIn (Hook with the headline - story in About)
4. All other social platforms
5. Summarized version in your email signature



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**EVERYWHERE!**







**HOW  
WILL  
YOU  
STAND  
OUT?**



# HOW TO REPOSITION



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**Repositioning** your pitch, your business story, your brand narrative, should be done **strategically**.

Consider your audience, the market trends, and the core **values** of your business.

Crafting a compelling brand story and effectively communicating it, creates confidence. It will **positively impact your sales** and create customer loyalty.



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# BRANDED MERCHANDISE FOR STRATEGIC THINKERS

Brand Fuel is a free-spirited, globally-recognized brand merchandising agency with a focus on creating meaningful connections and sustainability. We are a proud B Corporation.



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**Brand Fuel is a branded merch agency for those willing to zig when others zag.**

**Because anything less is just another day at the office.**

**That's why we've built a company dead set on helping you create an eXperience.**

**Come be brave with us and make tomorrow nothing like today.**

**It's time to do something worth remembering.**

**Brand Fuel®**



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“Stop giving away cheap stress relievers in funny shapes with logos on them. **Start delivering experiences your prospects, customers and team will never forget.”**

**Brand Fuel**



# THERE IS A FUN CRISIS IN BUSINESS. SO, ESPRESSO YOURSELF!



## CHALLENGE

Looking to add more flavor (and fun) to employee recognition and customer appreciation?

## SOLUTION

Deliver smiles (and hopefully Instagram pics from recipients) by incorporating high end specialty coffee with custom branded labels with puns to say thanks a LATTE. And yes! We've got branded mugs too.

### Employee recognition:

- Words cannot *espresso* how much we appreciate your hard



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It's the **ONLY** Surprising,  
Wondrous, Amazing,  
Giveaway **(SWAG)** Lottery  
Machine in existence!



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**We believe a higher-quality t-shirt will be worn on date night - not to mow the lawn.**

**We believe that connecting a giveaway to an experience will help someone remember you.**



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# **TIME TO APPLY!**



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# The 5 steps to Reposition your Business Story

1. Conduct a Brand Audit
2. What are you known for, your reputations, your SPF factor
3. Understand what your buyers really want
4. Outline a compelling story - common narratives (Rags to Riches)
5. Consistently Communicate and Reinforce your Brand Story
6. Review Jay's exclusive Promo-mercial pattern



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# INTROMERCIAL / PROMOMERCIAL

**It's NOT a Sales Pitch**

**Formula, recipe, template, pattern**



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#ditchthepitch



## 4 Building Blocks to help you craft your narrative

1. Who is hiring you? Mention a top 10 client
2. Include your BIGGEST value and describe how you're different
3. Mention 2-3 PAIN points existing customers struggle with
4. Describe the resolution, include 2-3 benefits. This is YOUR prescription and the ultimate outcome. Describe the feelings of emotions your clients felt (or will feel).



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## **Jay's PROMO-mercial:**

Branded Merch companies **hire me** to help them reposition their story and align their business branding, because most lack a memorable narrative\*, say the same thing\* (aka, boring!) or they don't know where to start\*. I have 25+ years experience in promo & apparel and I will tell you if **"your story sucks!"** SO... I help promo peeps and apparel geeks find their **true why, feel confident sharing memorable stories that create meaningful relationships.**



# Break it Down - Fill in the Blanks - GET TACTICAL

These types of clients **hire** me to \_\_\_\_\_ (deliver this type of solution)

I'm rare / **different** because \_\_\_\_\_ &/OR my business stands for \_\_\_\_\_

**Because** most (struggle #1) AND (challenge #2) AND (problem #3)

**SO, I help** (solution #1) AND (outcome #2) AND (feeling #1)



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**It's time to  
do something  
worth  
remembering!**



**You do not merely want to be  
considered the best of the best.  
You want to be considered the  
only ones who do what you do.**

*Jerry Garcia, The Grateful Dead*



# Thanks!







**FLEX** *point*  
A Social Selling System

Marketing is based on **TRUST**. Not tricks!

Please follow me and FLEXpoint on LinkedIn.  
email me at: [jay@goflexpoint.com](mailto:jay@goflexpoint.com)