



Advertising
Specialty
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Create Your “Personal Content Accelerator”

Jay Busselle - FLEXpoint, Equipment Zone, PromoKitchen

You need to figure out how to future proof your business and highlight points of contrast!

1. Better understand **Brand Relevance**
2. What problems are you **uniquely qualified** to solve?
3. Get focused on YOUR **Points of Differentiation**
4. Learn how to build a **Personal Content Accelerator**
5. Discover some **Chat GPT prompts** to help with copy



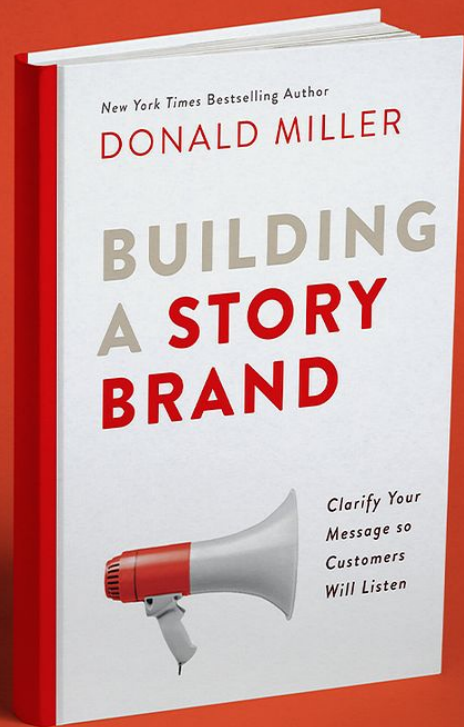
Advertising
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EVERY STEP OF THE WAY™

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

Seth Godin

SERIOUSLY,
YOU NEED TO
READ THIS





DON'T THINK THIS BOOK IS ABOUT
LEARNING TO TELL YOUR STORY -
THE AUTHOR ARGUES ITS A GREAT
WAY TO GO BANKRUPT

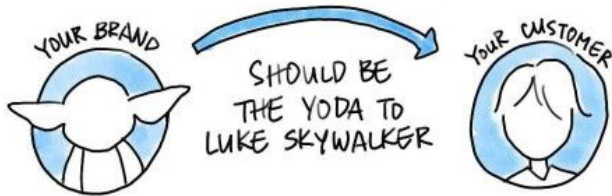
INSTEAD,

TRY INVITING
CUSTOMERS
INTO A STORY



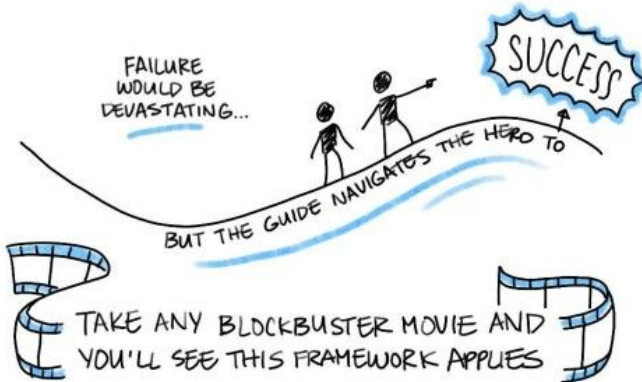
THE BRAND IS
NOT THE HERO, THE
CUSTOMER
IS THE HERO

THAT'S THE ONLY WAY TO ENGAGE THEM



**HOW DO YOU INVITE A
CUSTOMER INTO A STORY?**

EVERY MEMORABLE STORY IS BUILT ON A
SIMPLE FRAMEWORK



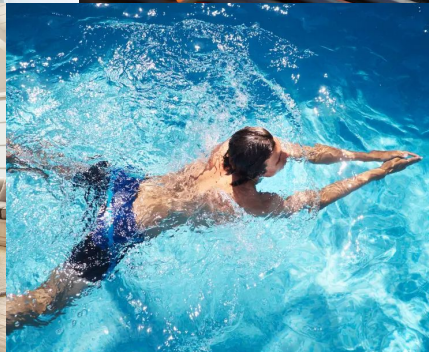
DEFINE

DIFFERENTIATION

Differentiation is the activity and outcome of a company's efforts to **highlight differences from competitors**. Its goal is to communicate to consumers the reasons **why they should choose your product**. To differentiate, you must find **a distinctive idea, characteristic or value that sets you apart** from competitors.

WHAT ARE YOU KNOWN FOR?

TAKE 1 minute **RIGHT NOW**
Make a list!



**Who you are is the
greatest differentiator
you've ever had!**

Sally Hogshead

A passion is about you. A hobby is about you.

But the sustainable interest behind a personal brand is about how you serve others.

What are the problems you solve?

How do you uniquely solve them?

Mark Schaefer

**STOP THE SCROLL
THE HEADLINE
THE HOOK**



**THE PROBLEMS
YOU SOLVE IN A
UNIQUE WAY**



**A SUSTAINABLE ATTRACTION
TO WHO YOU REALLY ARE
AND WHAT YOU DO BEST!**

RELEVANT CONTENT ACCELERATOR



PERSONAL PASSIONS

- Branding
- Apparel Trends
- Mentoring
- Collaboration
- Tacos

What matters to you. SPF = style, promise, feelings. Share one quirk, be different!

BUSINESS VALUES

- Experiences
- Support after the sale
- Customer Obsession
- Inkjet Innovation
- Training

How is your biz unique & what do you stand for?

SOLUTIONS FOR CORE TARGETS

- Branded Merch
- Apparel
- Promo
- Print

We solve problems like this _____ for companies like you _____



RELEVANT CONTENT ACCELERATOR



PERSONAL PASSIONS

Graphics

Apparel Trends

Mentoring

Collaboration

Tacos

BUSINESS VALUES

Experiences

Customer Focus

Innovation

Training

PROBLEMS SOLVED

Alignment

Marketing

Differentiation

Retention

Social Media

LinkedIn

TARGET or COMMUNITY

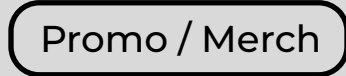
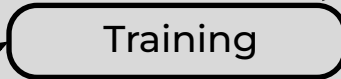
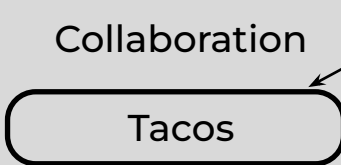
Print

Heat Press

Screen Print

Embroidery

Promo / Merch



RELEVANT CONTENT ACCELERATOR



JAY: Tacos > Training > Marketing > Branded Merch Companies

It's true! I'm slightly obsessed with **TACOS**. I'm also obsessed with **training my clients** (promo peeps, apparel geeks and printing freaks) to stay relevant by keeping their profiles fresh and their content spicy. By spicy I mean memorable. **Being remembered and making an emotional connection** is more important than being popular.

McDonalds is popular. Everyone has heard of them, yet when was the last time somebody in your circle of influence was bragging about their great food?

Tacos Tijuana is not popular. Most people have never heard of them. Their "al pastor" street tacos are life changing and you don't have to wait until Tuesday to enjoy them! **Are your customers as emotionally connected to you as I am to tacos?**

Memorable and different are better than popular. Stay relevant and keep it spicy!



Jay Busselle • You

The Art of Standing Out ★ Brand Relevance ★ DTG/DTF Printing ★ PromoKitc...
Tyr • Edited •

It's true! Many know that I'm slightly obsessed with TACOS. I'm also obsessed with training clients to stay relevant by keeping their profiles fresh and their content spicy. 🌶️🍌

By spicy, I mean memorable. Being remembered and making an emotional connection is more important than being popular.

McDonalds is popular. Everyone has heard of them. Yet, when was the last time a friend, family member or coworker was bragging about their great food? Exactly.

Tacos Tijuana is not popular. Most people have never heard of them. I will testify that their "al pastor" street tacos are life changing. They are the right balance of savory, spicy and a kiss of sweetness from pineapple. 🍌🍌 Different and memorable. (You don't have to wait until Tuesday to enjoy them - I don't!)

Memorable is better than popular. Stay relevant and keep it spicy! Be different and keep them guessing with a kiss of sweetness.

[#branding](#) [#marketing](#) [#memorable](#) [#content](#) [#TacosUp](#)

PS ~ remember that time we met there for tacos [Jeff Solomon](#), [MAS](#), [Charity Gibson](#) and [Karie Cowden](#)? We're past due for a reunion!



RELEVANT CONTENT

Build analogies

Create contrasts

Show correlation

Find comparisons

Illustrate examples

Share observations

Spotlight connections & coworkers

Explain your emotions & share opinions

CHAT GPT PROMPTS

Ask to create an analogy between 2 words

Ask to create a contrast between 2 words

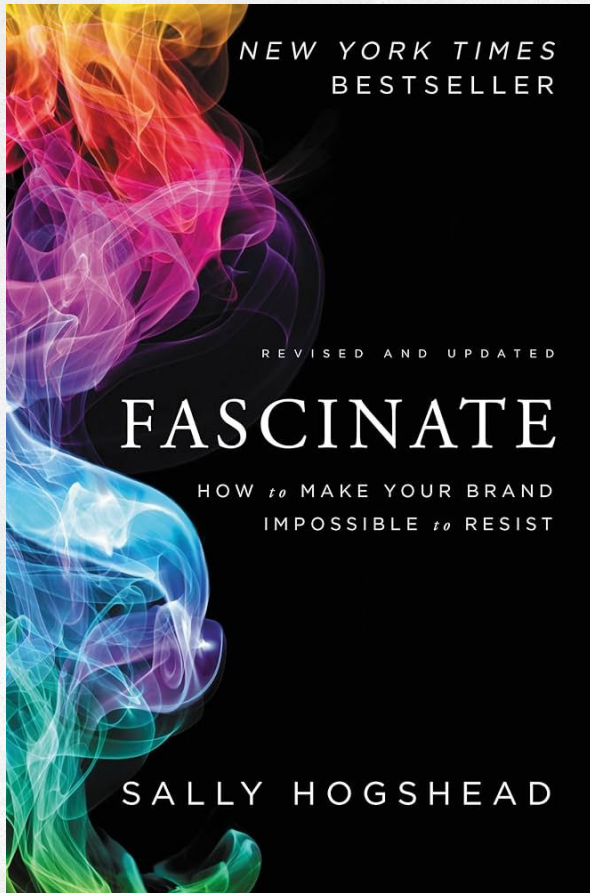
Ask for examples of effective insights for (keyword)

Ask for 5 interesting facts about (keyword)

Ask for trending content for (keyword) make an association

Ask for content recommendations for key industries

Ask for Instagram Captions and bold LinkedIn headlines



**“Different is better
than better.”**

**To become more
fascinating you don't have
to change who you are,
you have to become more
of who you are.**

**FASCINATE THEM WITH
SOMETHING**

DIFFERENT!



The image shows a LinkedIn profile for Jay Busselle. The profile picture is a circular headshot of a man with a beard and glasses wearing a baseball cap. The background banner features the text "Let's Taco 'Bout it" in a stylized font. The profile name is "Jay Busselle" with a "Verify now" button. The bio lists various roles and interests, including "The Art of Standing Out", "Brand Relevance", "DTG/DTF Printing", "PromoKitchen Chef", "Podcast Host, Speaker, Trainer", and "CTO (Chief Taco Officer)". It also includes a location "Phoenix, Arizona, United States" and a link to "The Art of Standing Out". The profile has 3,998 followers and 500+ connections. A company logo for "Equipment Zone" is visible in the top right of the profile area.

Jay Busselle  [Verify now](#)

The Art of Standing Out ★ Brand Relevance ★ DTG/DTF Printing ★
PromoKitchen Chef ★ Podcast Host, Speaker, Trainer ★ CTO (Chief
Taco Officer) ★ TACOS are containers of greatness 🍌❤️🌮

Phoenix, Arizona, United States · [Contact info](#)

[The Art of Standing Out](#) 

3,998 followers · 500+ connections

 Equipment Zone

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

Please follow me on LinkedIn.
email me at: jay@goflexpoint.com