

# Building Your Brand

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# Discussion Notes

Market





# More Clients

More Efficient

# Our Talk Today

Marketing

Structure & Systems

Discussion



# Our Story

Throughout the next twelve years, Apple will be plagued by lackluster performance as IBM clones had saturated the PC market by 1991, with almost all preloaded with Microsoft's Windows, an almost direct copy of the Mac OS. Microsoft continued to argue in court that since Apple stole the GUI from Xerox, Microsoft could in turn do the same to Apple. Apple also released its line of PowerBook laptop computers which sold well, along with one of the first consumer PDA's, the Newton. The Newton was not accepted nearly as well as the PowerBook due to its poor handwriting recognition. (apple-history.com)

Sculley left the company in 1993, and was replaced by Michael Spindler. While Spindler made some accomplishments within Apple, it had its worst quarter ever in late 1996 and Gil Amelio, former CEO of National Semiconductor, then replaced Spindler. Amelio too was credit to some accomplishments within Apple, such as the acquisition of Next technologies, of which Jobs was heading. However, Apple's board became disappointed in Amelio due to more staggering losses and let him go, asking Jobs to take over the day to day operations of the company as interim CEO. (apple-history.com)



## The Start





# Marketing

Podcast

Social

Email

Website

Blog

Events

YouTube

Discussion Boards

Business Cards

Signage

Conferences





# What Do You Do?

It All Starts With This  
Avoid the Curse of Knowledge

*[xyz, co.] successfully brings together customized IT solutions and comprehensive engineering expertise, coupled with proprietary technology applications, and best-in-class products to offer solutions tailored to meet clients' unique business requirements. We assess, design, acquire, implement, and support your IT hardware and software solutions.*

*Our mission is to become the international leader in the space industry through maximum team-centered innovation and strategically targeted aerospace initiatives.*

We take care of your technology. We'll design it, you can buy it from us, and we'll maintain it.

...put a man on the moon and return him safely by the end of the decade.

Simple

Unexpected

Concrete

Credible

Emotional

Story



Video

<http://www.youtube.com/watch?v=EUXnJraKM3k>



# Authenticity

## Tone of Voice in Your Writing credit: Jeffrey Korn



Imagine the Web, Your Way

Home Domains Web Hosting Servers Cloud Affiliate

About Us

Our Team

The Difference

We're Green

Our Blog

Press & Media

Join Our Team

## About Us

### The DreamHost Story



At DreamHost we've been happily hosting our clients' dreams (and websites) since April 1997. That was when four Computer Science undergraduates at Harvey Mudd College in Claremont, CA launched this company with no capital apart from a single Pentium 100 web server (Destro was her name), using shared bandwidth on a T1 line that a friend gave us at no cost. By necessity we had to be frugal, but even with our less than ample resources we always did our best to provide a quality service at a reasonable price.

## Our Blog

### Behind The Scenes

Do you think we got to where we are today on our good looks alone? Absolutely not!

There's a lot more than meets the eye at DreamHost. I'm talking reality-show material here, folks. A lot more goes on behind the scenes than we can fit in 140 characters.

If you've ever longed to take a peek at the DreamHost offices, learn how we discovered we were hosting Draw Mohammed Day, or find the best way to combine 20 iPads and a little free time, then our blog is quite possibly your soulmate.

The DreamHost Blog. Often imitated, never duplicated.

The DreamHost Blog

## This Should Transcend

- Social
- Web
- Print
- Face to Face



# Our Story....continued

appogee HOME REFERENCES MENU ABOUT US INTERACT (877) APPOGEE

**ap • o • gee (ap'e-je)**  
-noun

1. Fig.: culmination: the best, highest, farthest, or greatest point.

*The golden age of American sail, which began with the fast clipper ships in 1848, reached its apogee in the Gold Rush years.*

**app • o • gee (ap'e-je)**  
-noun

1. Fig.: The culmination of customer service and Apple technology.

*We can get our Macs from many places, but we get them from Appogee because it's easy, the service is amazing, and they get it right.*

J W T  
References

Apple Specialist


877-APPOGEE (277-6433)  
National Coverage


appogee Products Services News & Library Contacts & References

**A Complete Corporate Apple Strategy**

(877) 277-6433  
TopPriority@appogee.com

Go to the Appogee Store

  
**Products**  
Apple® and an ecosystem of Apple-related products: software, storage, networking and much more.

  
**Professional Services**  
Leading experts in iOS, Mac® OS X, mobility, security and more.

**Appogee**  
Home  
Store login  
Sign up

**Products**  
Media Asset Management  
Backup  
Media Storage  
Device Management  
Apple

**Services**  
Hosted Management  
Managed Services  
Mobile Solutions  
Private Stores  
Security

**News & Library**  
Creative  
Healthcare  
Large organization

**Contacts & References**  
Contact us  
Our team

Subscribe to our newsletter

Apple Specialist



# Differentiate

Or Compete On Price



What do you do?

What is different about your organization?

What's different about Appogee?

"We are unlike anyone else because....."



# Referrals and Networking

Serve Others With Gratitude

Those Who You Would Like to Bring  
You In

- How are they compensated?
- What is important to them?
- How can you help them?
- What makes their life easier?

---

Give me! vs. Help you.

## Objective

To obtain an relationship management position with an established, successful company where I can grow and utilize my acquired skill sets to continue to be successful.

## Objective

To obtain a design position that utilizes my creative skills and enables me to make a positive contribution to the organization.



# Selling vs. Serving

More Service With Gratitude



No one likes to be “sold”. Instead, serve.

*“We specialize in a, b, and c. If we could be of service to you here, we’d be grateful to assist. Are you having challenges as they relate to these things?”*

*“If there is a fit here, we would be happy to help.”*



# Face to Face

Make it Natural. Find a Connection.

- Are you from the DC area?
- What sort of work do you do?
- Has the conference been helpful for you?
- Tell a story. But where?
  - Chamber of Commerce
  - BNI
  - Meetups
  - Awesome events, a la MacTech
  - Where do your target clients go?





# Social Media

Serve Some More

Twitter

Facebook

LinkedIn

Bloggging

Yelp

Foursquare


- Contribute free professional advice.
- Contribute about your interest and experience.
- Write about any and all topics.
- Make sure your profile has your info and links.
- But beware the time black hole.

Your own interests. (cars, travel, etc.)



# Examples of Social Media Interests

Your Review



5

21

Tim H.

Get Macs for Your Business From Me

Greenville, NC

★ ★ ★ ★ ★

4/28/2011

My wife and I stopped here for dinner on a recent road trip from Greenville, NC to my hometown of Annapolis, MD. We've driven I-95 a million times, and wanted to make a dinner stop that was not fast food based.

This place was like a little hidden gem to us. This was our first visit to Petersburg, so we were a little worried when we exited 95, and drove through some run down areas and under 95. But then, as we came upon the little downtown historic area, our confidence in our decision was renewed.

Wabi Sabi seems to have a lot of character, delicious food, and great service. Our server Tami was very friendly and attentive, and the sushi was above average. Downstairs, they had a Jazz Quartet playing and more seating, but sadly we couldn't stay.

We were glad to discover this quaint area of shops and restaurants, and would definitely come back to Wabi Sabi again.


People thought this was: Useful (1)

Send to a Friend

Link to This Review

Write an Update

Edit Remove



blamona

Washington...

posts: 7,900

reviews: 9

8. Re: Gone Diving...

Jun 21, 2012, 5:35 PM

Destination Expert ?

for Turks and Caicos

I really need pictures!

Report inappropriate content

Reply

Save this Post



# Where to Focus?

- Hourly or flat fee?
- Home users? Small businesses? Medium large businesses?
- Negotiable price?
- Different price based on type of client?
- Respond to an RFP?
- Discount for annual contract?



# Systems & Structure



# Hosted vs. On Premise

For Internal Operations





# Calendar, Contacts, Email, CRM

Isn't this all one big category? Phone too.

## Calendar, Contacts, Email

Google Business

Zimbra

Exchange

Kerio

CommuniGate

## CRM

Salesforce.com

Zoho

DayLite

Filemaker

37signals : Basecamp, Highrise



# Finances and Professionals

## Three Trusted Advisors



## Systems

QuickBooks

FreshBooks

AccountEdge

Collection Reminders



Predictable

Repeatable

Sustainable



# Closing

- Simplify your “What Do You Do?”.
- Be authentic and real.
- Serve.
- Develop your “we are unlike anyone else because....”.
- Nurture your referral partners.
- Get organized with systems and methods.
- Rely on your specialized surgeons.

Read



# Resources

Book: Made To Stick

<http://www.heathbrothers.com/madetostick/>

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