

**Be the Unicorn**  
*It starts with your Brand®*

A workbook to help businesses build their  
Brand Foundation© and a prequel to Sales  
Suck... NOW WHAT? ©™

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## **Why Unicorns?**

The idea for this book came when I was presenting to a group of business owners about buyer profiles. Throughout the presentation, I reminded the group that buyer profiles must always be part of a business' Brand. After the session, a man approached me and said he was still struggling to understand Branding. His business was 13 years old.

I told him a business' Brand has to capture the interest of potential buyers by telling a story about the business at every touch point that its potential customers come in contact with. The story has to be told through a variety of ways and senses, and it has to be authentic, emotional, easy to remember and consistent.

For some weird reason the idea of a Unicorn popped into my head. I asked if he saw a Unicorn running with other horses, would that capture his interest? His response was an enthusiastic "For sure." I asked why. He said because Unicorns are so different than horses. I told him a business' Brand has to be unique, emotional and memorable, but it can't be average like a horse. It has to be a Unicorn.

So, I wrote this book. (BTW, the business owner I explained the Unicorn to gets the first copy of the book for FREE.)

Over the last quarter century, I've encountered many frustrated small, mini and micro-businesses through my business training, coaching and webinars, and I've hated hearing how they've wasted precious time and money. The frustration starts when they're employing Sales techniques, but not seeing a rate of return. So, they try some different Sales techniques but they

aren't sure if those work either. It doesn't matter how good those Sales techniques are; if a business hasn't developed its Brand, it will have a negative impact on the business' Sales.

Many businesses I've encountered think they have a Brand because they have a name and a logo. Although those are important, they're just components of a business' Brand. No wonder those businesses are frustrated.

People remember scenes, people and experiences that are different and unique because the brain forces us to stop and pay attention. In turn, that stopping and paying attention prompts the brain to store the information so it can be recalled.

For example, horses are beautiful and when they're running in unison it is inspiring to see, but after that first impact of beauty, there's really nothing memorable about the herd, nothing that's worth telling others about. However, seeing a Unicorn running with horses would be an enchanting, memorable experience. Our brains would be full of questions about where this Unicorn came from and we'd wonder which friends we should immediately tell what we saw. You'd also want to take a picture or a video because seeing a Unicorn would be a huge social media moment.

The connection between Unicorns and your business is all about breaking through the clutter of messages bombarding people every day. Your business can't break through this clutter by having an "average" Brand. Your Brand needs to be so special that people will remember, and talk about, what makes your business so special.

For your business to survive and grow, it must have a Brand that is memorable; in short, your business' Brand needs to be a Unicorn. Having a Unicorn Brand means being so distinctive that when people are exposed to it, they'll want more information and be eager to share that information about your business and its Brand with others. How great would that be? How much money could you save by having others talk about your business and your Brand instead of you spending it on

implementing your Brand? But wait. Your business needs to go further. Your Brand needs to be more than just a Unicorn. Most company Brands are average, like a herd of horses. But what if you have a competitor who has a Brand like a Unicorn? Your business has to go further; your Brand has to be **THE** Unicorn so it stands out from all the others.

So, what's the magic formula for creating your memorable Unicorn Brand? Well, it isn't magic. It's hard work, asking yourself a lot of questions and finding the right answers. It's strategic planning and it's a multi-step process. And it's magic when it works.



This book is designed to be a workbook to help develop your Brand to be **THE** Unicorn in your industry sector. Every time you see this pencil guy, you have an exercise to do. Never skip a step.

As the author, my job is to provoke thought, to get you out of your head so you can objectively look at your business through the eyes of your potential customers. That's why there are lots of exercises and questions that will force you to analyze, research and produce answers that are honest and accurate about your business. I'll leave spaces for your answers, but you can expect to go back and make changes to those answers since your Brand will evolve through these pages.

After each chapter, there are two pages. The first is to spark your creative thought process:



Ideas on how this information will help you become **THE** Unicorn in your industry.

If you can't list anything on these Unicorn idea pages, then you are just average. Dig deep and be creative in becoming **THE** Unicorn. These pages are to help with the evolution of

your Brand. Yup, it'll get messy but it will be an opportunity for you to see how your Brand evolves.

After the Unicorn page, there will be another page.

**Additional notes or research  
to do from this chapter.**



Of course, planned actions without timelines are just dreams. When you see this research page, you must note when the research or action will be completed by. I'll also ask questions throughout the process to provoke thought and I'll provide examples or scenario-type answers to help you understand the concept for that chapter.

Building your Brand is a multi-step process and it doesn't happen overnight. When you're finished, this workbook will be your "go to" resource for staying true to your Brand.

If you're wondering how long it'll take you to finish this workbook, it'll depend on how evolved your Brand is. If you've done some work already, you may be done in a few days, but make sure you've covered all of the steps and exercises in this workbook. There's still a lot to learn. If you're unfamiliar with the concept of Branding or haven't conducted any market research recently, you might need as much as a month to complete the reading and tasks.

Also, don't take shortcuts or skip a section. In reacting to my first book, *Sales suck... NOW WHAT*, readers told me they often paused to consider how the material applied to their businesses. They told me the book's information filled a void in training for them, providing practical content at a reasonable price that they could understand and implement immediately. Nice words for any business author.

A final note about this new book. It's not going to go out of date. Ever. The details of the Marketing strategy and the Sales techniques will likely change, but building the foundation,

setting the strategy and implementing the Brand won't. So, keep this book around even after you've finished it. You never know when you might need to use it as a reference.

### Now an explanation about **WOW Communications & Training.**

I live for family, business and travelling. My husband D'Arcy and I travel a lot, primarily in Europe and always by bicycle, and we like to be close to waterways. We're obsessed with oceans, seas and boats; hence our Branding messaging is all about oceans, seas and boats. We believe the business world is similar to waterways – unique and ever changing – and people who run businesses are the captains of those businesses, be it a big ocean liner type of corporation, a small sailboat mom-and-pop type or a mini-motorboat sole-proprietor type of business.

Our focus at WOW is to help you, as the captain of your business, chart the right course for success. That's where Branding comes in. We operate WOW differently than other companies in our industry. We feel the right order for getting your message out is first to build your Brand, next is to develop your Marketing strategy, then, and only then, do you implement Sales techniques. Everyone else calls this process Sales and Marketing – to us that's backwards. You must first develop your Brand, then create your Marketing strategy and only after those are completed do you decide on how to implement that Brand and strategy through Sales techniques. Maybe that's why so many businesses are frustrated – because they're conducting these activities backwards.

It's time to get down to work. So, giddy up... but with a Unicorn, not a horse. PS: You want to hope your competitors don't read this book.

*Lynda D. Kavanagh*

