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A paradigm shift for success in a commoditized world

Veteran marketing guru Allan Gorman stresses the need for connectivity and uniqueness in today's increasingly cluttered marketplace. Learn about some of the tools and strategies that the world's largest and most successful brands employ to get and stay that way — and that you can use too to make your own business stronger, healthier, more attractive and more relevant.

The results are more loyal brand fans and premium customers.

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**Learn how to create and deliver
that pleasant and unique
experience that distinguishes
Number One from the rest**

Come hear Allan Gorman's presentation

Brand Delight

**A paradigm shift for success
in a commoditized world**

hosted by Watchung Booksellers

Allan Gorman, award-winning ad man, marketing guru and author on the new book **Briefs for Building Better Brands—Tips Parables and Insights for Market Leaders** shares some funny stories and teaches you some of the powerful techniques savvy marketers have used to build the world's most famous brands. His actionable ideas will open your eyes to a different way of marketing — and help your products and services become more distinct and more desirable, so that you can attract better and more lucrative customers.

Hear the talk and meet the author at:

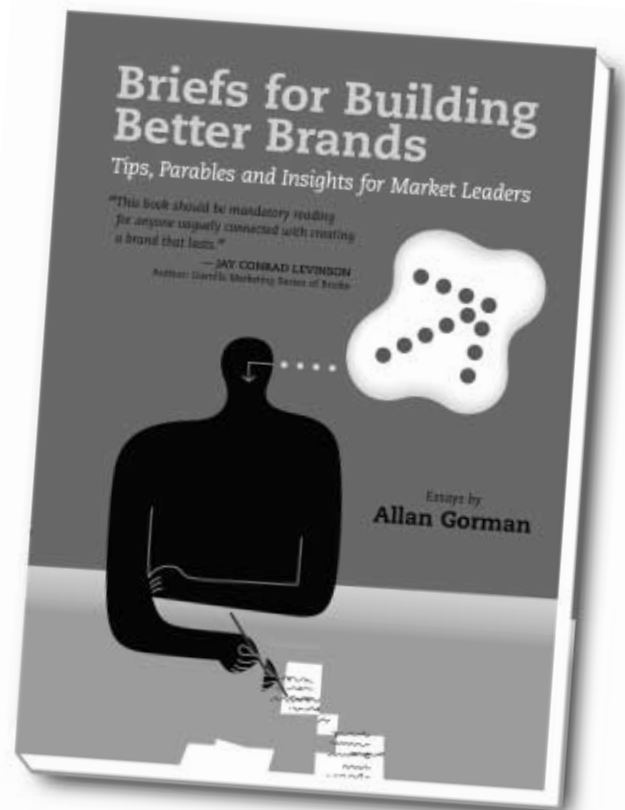
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—**JAY CONRAD LEVINSON**
Author: Guerrilla Marketing Series of books



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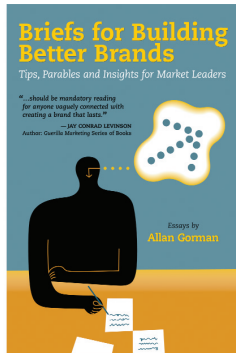
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Brand Delight Redefining the way businesses can win in 2004

MONTCLAIR, NJ—JULY, 2004: "Because of a shift in the way commerce is conducted, every business today—even your business—is in danger of losing its identity and value in the minds of customers," according to Allan Gorman, author of the new book: *Briefs for Building Better Brands—Tips, Parables and Insights for Market Leaders*.

"But that doesn't mean all hope is lost," Gorman goes on. "You can still become a winner and command a premium price. It just takes shifting your company's focus from the offering of a set of products or services, to a mindset of delivering delight."

Gorman is a proponent of what he calls "brand delight"—that pleasant and unique experience that distinguishes Number One from all the rest... that keeps customers coming back for more... and recruits them as ambassadors who will spread the gospel to others.

And delight is just what you'll find in Gorman's new book of insightful and enlightening essays and stories appropriate for savvy business execs, entrepreneurs, sales and marketing professionals, business school professors and students—just about anyone concerned with cultivating and growing a better brand in today's marketplace.

Briefs for Building Better Brands is a collection of the best offerings from Gorman's same-titled monthly newsletter, written in his easy-to-take style that delivers actionable wisdom in a warm and unusually delightful way—he practices what he preaches.

So how can you create brand delight? What can you do to turn your own product or service into a winning brand?

Gorman is the first to admit that there are no "one size fits all" answers—that each brand owner must find his own unique voice and a lot of this marketing stuff is still intuition and voodoo. But there are some proven rules for what works—and that you can start using now to put your business on the right track.

Here are eight ideas that will jump-start your journey to delight.

- 1. Develop a clear identity.** Do some research (on a regular basis) to find just what your identity is in the eyes of your best customers and ambassadors. What do they think the value of your product or service is—not from your perspective, but from theirs? What could you offer that would make them distinguish your value from your competitors' in a meaningful way. Your identity and story has to be built on a platform that truly sets you apart (on purpose). Potential prospects who come into contact with your brand are going to pigeonhole you. Just how would you like them to do it?
- 2. Offer a relevant benefit.** What's in it for someone to do business with you? Your product or service is going to solve a problem (perhaps one the customer doesn't even know he has), and he's going to be delighted by the results. Your premise must be built around a great benefit that he or she can easily understand and relate to.

(more)

Briefs for Building Better Brands

Tips, Parables and Insights for Market Leaders

by Allan Gorman

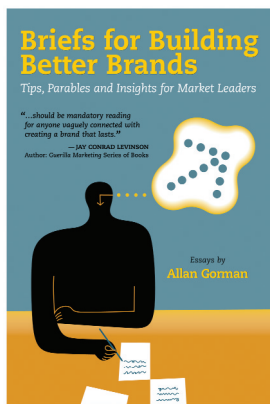
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3. Appeal to his emotions. How do you want the prospect to feel after listening to what you have to say? How do you want them to feel after using your product? Align your story and creative marketing techniques with the desired emotional response.

4. Help them remember what you stand for. Employ a unique device to help him recall who you are when and if he's ready for your offering. This can often be a unique graphic, a turn of phrase, or a combination of the two. Make sure it's meaningful, memorable and identifiable with your company, and that it reminds him of how delightful it will be to do business with you.

5. Penetrate his "noise" barrier. Find out how to penetrate his resentment and resistance to sales. He's developed a "noise" barrier to filter out all but what's pertinent and he will tune you out unless you're offering some information that he can actually use. Measure all your marketing efforts by his standards, not yours.

6. Be all you say you are. Make sure that all the claims and promises you make are supportable and sustainable over time. Don't make claims you can't support—or else change your products and services to support your claims.

7. Over-deliver on promises. Make the experience of using your product or service a joy. Find ways to extend your desirability by adding extra value and extra reason for your customer to return again and again.

8. Teach him how to become your ambassador. Extend your message by giving loyal customers the tools to become "brand ambassadors". Reward them for referrals. Lavish them with extra "perks" for coming back. Offer rewards for belonging to your inner circle of friends. Introduce your customers to others who use your product or service so they can create mutual relationships.

It will take courage to be unique, and to resist the market pressures and advisors that will try to lure you back into that old "sales by comparison, commoditizing, me too" trap. It will mean learning new skills, attitudes and techniques. It will take an investment of time and funds. It will demand change, and it will take ongoing work to remain on the leading edge. But the delight you'll create and feel—by being the one and only—will be well worth it.

Allan Gorman is the owner of Brandspa™—the world's first health spa for brands.™ *Briefs for Building Better Brands* is available in bookstores, online booksellers and directly through Brandspa Books (www.brandspa-llc.com). To request a review copy, an interview with the author, or permission to re-print the 8 tips above, please contact Jeffrey Bowen at 800-733-6511 or e-mail pubinsider@earthlink.net.

Briefs for Building Better Brands is available in bookstores, online booksellers and directly through Brandspa Books (www.brandspa-llc.com). **To request a review copy for your publication, please contact Allan Gorman or Bebe Landis at 800 981 2423 or send an e-mail to bsl@brandspa-llc.com.**

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Look at what some of the experts think about Allan Gorman's newest book

"Allan Gorman has made a monumental contribution to the body of marketing wisdom with his brilliant *Briefs for Building Better Brands*. Not only is his book chock full of insightful information, but it is presented with warmth and clarity. I believe this should be mandatory reading for anyone vaguely connected with creating a brand that lasts."

Jay Conrad Levinson
Author: *Guerrilla Marketing*
Series of books
Over 14 million sold,
now in 39 languages

"If you've got a brand or you dream about one, you owe it to yourself to read this book.

Briefs for Building Better Brands is right on the money—insightful, practical, action stimulating, easy to consume, and definitely worth the time to digest."

Karen Post, *The Branding Diva*
National Speaker, Author: *Brain Tattoo*

"Allan Gorman not only understands branding, he knows how to make it understandable. No jargon, no hype, just simple common sense."

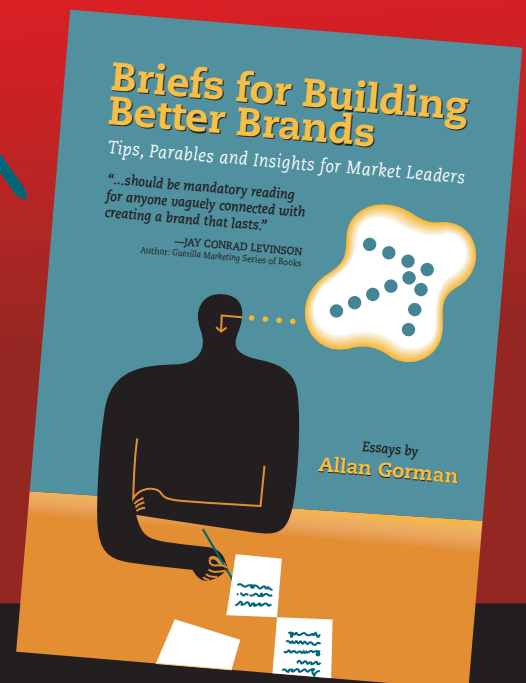
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Nationally recognized speaker on the subject of brand for Adweek Conferences

"Gorman has a way with words which makes his advice on brand building easy to take and easy to swallow. You can learn something new and useful on every page."

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Briefs for Building Better Brands Tips, Parables and Insights for Market Leaders

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About the author of *Briefs for Building Better Brands*



Allan Gorman is owner and chief creative officer of Brandspa, a Montclair, NJ firm that specializes in helping clients who won't stand for parity "realize market leadership"

An authority on branding and strategic communications, Mr. Gorman has written numerous white papers on the subject currently produces similar discussions in an online e-zine—*Briefs for Building Better Brands*.

His creative talent has been cited and showcased in

Graphic Arts USA and Adweek, as well as in numerous weekly and monthly publications; and he has been the recipient of over 400 industry accolades and awards.

A thirty-plus year veteran of the advertising and design communications industry, Gorman has served in senior creative capacities for many major advertising agencies in New York and New Jersey. Among them: Grey Advertising, Foote, Cone & Belding, The Marschalk Company, Young & Rubicam, and Venet Advertising as Executive Vice President/ Creative Director. His credits include many successful and memorable ad campaigns for national clients such as: Bennihana of Tokyo, Eastern Airlines, Spic n' Span, Coty Cosmetics, Cadbury Chocolates, and DuPont Chemicals. Pro bono work has been created for The Tourette Syndrome Association; The New Jersey Advertising Club; and the Art Directors Club of New Jersey. Gorman first attended, then taught at the School for Visual Arts in New York City and holds a Certificate of Film from NYU's School of Film.

For the past 17 years, Gorman has run AGCD, an award-winning design and ad shop whose clients include: Aquatron, Inc., Croda, Inc, Eastwick Colleges, Inc., Jersey City Medical Center, K. Hovnanian Companies, LMCA, The Tourette Syndrome Association, Roche Pharmaceuticals, William Paterson University and others.

Download the free report: "Ten Marketing Secrets for Building a Sexier Brand", or get info about Mr. Gorman speaking to your group at www.brandspa.net, or call 973 509 2728.

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Briefs for Building Better Brands

A Guide for Interviewers

Here are some conversation starters
 you might find useful for an interview
 with Allan Gorman.



Allan, what is branding and why do people need to do it?

So many people—even companies that call themselves *branding* companies—get this all mixed up. People might think that a brand is the result of a nice looking logo, a clever tag line, or an outrageous advertisement—but it’s so much more than that.

Brands are actually ideas or labels that are created in people’s minds to help them categorize things: that’s a tree, that’s a pen, he’s tall, that’s good, that’s bad, etc., and they’re the result of every experience they have, either direct or indirect.

You’re going to be branded whether you like it or not. That means the way you look, what you say, what they’ve heard from others. Everything effects how you’re branded.

But we don’t just want to be branded in a haphazard way. We want to be a good brand; a leading brand, right? That’s the result of them categorizing and perceiving you as a leader based on their experiences.

Brand-*ing* is the art of positively addressing, as much as we can, the experiences that people have, in order to create a more consistent and more delightful story.

Our goal, if you will, is the creation a condition of “brand delight”.

Want to be a world-class company? Dedicate yourself to creating delightful experiences. To the best of your ability, and to the ability of those who represent you—employees and other ambassadors—be simply delightful in everything you do.

If you’re delightful, they’ll come back, right? Why wouldn’t they?

My company has always been involved in helping clients look and sound good. But I realized that just looking good and sounding good is not enough—you actually have to *be* good as well. The internal machinery of your company, and everyone involved, has to actually OVER-DELIVER on the promises you make. *Briefs for Building Better Brands*, my other writings, talks, and also my company, are now dedicated to helping people realize better brands...and market leadership... through experiences of delight.

What prompted the book? How’d it come about?

Briefs for Building Better Brands is actually is an outgrowth of my personal experiences with my own company and career.

Remember that time in your life when you asked yourself: “*Why me? Why aren’t people choosing me over the other guy down the street?*” Well, just like every small business owner, I’ve probably asked myself that question a thousand times... and I still do. Except now, unlike so many times in the past, when that question comes up, I have the right answer.

(more)

Let's go back a few years ago... *(flashback music)*

One evening, I was sitting at my desk feeling particularly stuck. Business wasn't going well and here came those questions again... Do these sound familiar?

"Why aren't customers calling?" "Why do they keep choosing them instead?"

"Why don't they they understand that my product is better? -- That I'll do a better job?"

"They're not buying anything I tell them."

"What... for the millionth time... WHAT do I have to DO?"

But this time was different. This time I was really scared... I was *really* scared!... and desperate... and at a point where I was ready to listen to some REAL answers.

At this low, low point, I had an *aha!* moment. I decided to stop trying to figure out all the answers alone—or look for sympathy from my friends—they were suffering from the same dilemma too, and they certainly didn't have answers for me.

No, instead, I'd try asking the very people that I wanted to attract. I'd find a way to ask the people who weren't calling, why they weren't, and what I could do to make them change their mind.

We created a bunch of cards with value statements on them and sent them out with a nice letter asking people to rank them. The statements on the cards represented some of the reasons people might have for choosing a service like ours... "They're around the corner", "The boss is a nice guy", "They offer better prices", "They're sensitive to my needs"... ideas like that.

There were about 25 different choices and recipients were asked them to rank and score the ones that were most meaningful to them so we could see which reason was strongest.

What I found out really opened my eyes!

See, until then—for years—what I thought I was selling was... absolutely... the wrong product. I... was... SELLING... the WRONG... product!

It wasn't my fault. I was a designer and adman—trained on Madison Avenue! And there, my skills and talents were rewarded for coming up with entertaining and clever design and advertising ideas. I won a lot of important awards. So naturally, I thought that by being more clever—and winning even more awards, would set me apart and make me more desired. I thought I was selling our agency's creativity.

But that's not what the people we surveyed said wanted or cared about at all. After asking THEM, "*why me?*", guess what they said?

They said they wanted... results!!! RESULTS!? *"You mean you're not looking for me to be clever?!!! And that you'd hire me over them in a heartbeat if I could just give you better results?!!!"*

WOW!!! What... a... revelation!

Their answers completely changed my thinking and my company and my business model, and my mission. I now know that if they believe they'll get better results, it would be a real answer to the question: "*Why me?*"

So think about your customers and what they want from the product or service you're offering. Isn't the answer the same thing? Aren't people actually hiring you for the results they'll receive? What they'll get from using what you're selling, and not what you do, how you do it, your credentials or if you're a nice guy?

When you're reading Chapter One of *Briefs for Building Better Brands*, you'll find out why... it's so very important... to change the way you think about your businesses -- from a "commodity-based" model that most people use -- which focuses on what your company does and how you do it—and short-term skill sets and tactics to maximize profits and move more merchandise; or, to put it another way... "*Sell as much as you can as fast as you can because the pressure's on to pay the bills—and only thing that's important is staying alive to fight another day*".

Instead, you learn about a bigger, and more important, long-range business idea that's focused on building a better company. A new... *leadership*... definition of your products and services, that can truly answer the question of: "*Why you instead of the guy down the street?*", and almost guarantee better and more loyal customers... next week, next year and for years to come.

My purpose... and your gain is... by following the short stories... observations... specific issues... strategies... and action steps in the book... you can start—right now—to make your own brand healthier, stronger and more unique. You'll start to promote leadership instead of commodity.

(more)

So how'd you go from adman to author?

I think every leader needs to become a writer. I find that writing and sharing my thoughts forces me to think in service to my customers. It's my way of creating more delightful experiences. Writing teaches me and others, and it forces me to practice what I preach.

All of this started with my penning a core document called *Ten Marketing Secrets for Building a Sexier Brand* that I keep revising. *Ten Secrets* is really the foundation for all this stuff—and for everything I do. I go back and re-read it every now and then, and the more I do, the more I realize that it distills all you really need to know into ten sensible steps that, if followed in order, will absolutely make you successful. Follow those steps religiously and you will build a world-class company. And it all starts with turning your thinking around to “what’s in it for the customer?” instead of just “what’s in it for you?”

How is your book different?

Most marketing books are controversial—the author has created a new technique—a new black box, or a new proprietary method. People have a thirst for a better way, so there are a lot of those books. Then there's the “Superstar” category written by execs who highlight their work for super brands. Sure, there are lessons to be learned from them, but most of us don't have the budgets to do what they did and, since each individual's situation is unique, what worked for Nike or GE, probably won't work for the readers.

These books are written to make the authors look really smart. They're often full of industry jargon and esoteric theory. But I don't know that reading academia or some super brand's case history is really the best way to learn. For sure, creating intellectually sound arguments is important, but that's almost the antithesis of customer creation—that's selling.

On the other hand, I get down to a more grass roots level that everyone can relate to—from a billion dollar corporate CEO to an undergrad who hasn't even had her first job yet. I use stories... and simple to understand essays. I find that being entertaining—delightful, if you will—is a better way to impart good information. Stories are emotional. They create a bond—a shared experience. If the story is interesting and relatable, and has a good moral or a good ending, it will be more delightful and people will “get it”. Good stories make you delightful and attractive—that's marketing.

I write a newsletter each month called Briefs for Building Better Brands and I find that the issues that work best are original stories. I do some talks and I find that what people like best are original stories. *Briefs for Building Better Brands*, the book, is a compilation of some of the best of those stories.

Tell us one or two of the stories?

You're often told that you should guard against being copied and ripped off, right?

Often, you're so paranoid about being first, you don't even pursue your ideas at all. On top of that, others will discourage you from trying something brand new just because “it's never been done before”. This “play it safe” mentality makes for a million “me-too” businesses that actually make the guy who was first stronger.

Think about it. How do you feel about imitators and copy-cats? Never as good as the real thing, right?

One of my favorite stories in *Briefs for Building Better Brands* highlights the importance of being the original.

At Christmas, there will be all these guys in red suits with black belts and fake beards standing on street corners and in department stores. You'll see ads with pictures of Jolly Saint Nick, and movies about Santa. There's a Japanese shopping center near where I live and I even saw a Japanese Santa Claus. But, we all know that none of these guys is the real Santa, are they? They're just symbols for Santa.

(more)

So, how does the big guy in the North Pole actually feel about all these knock-offs? Does he really care that there are all these other guys pretending to be him? Of course not! All those fakes are just free ads for Numero Uno... the real deal... the big kahuna... the guy who did it first. He's not scared of imitators. They're just free ads for him. And he's laughing all the way to the North Pole Commercial Savings and Loan.

I learned from our research how reinventing a category can make you number one. So now I invented a company called Brandspa: The world's first healthspa for brands. Brandspa is now a registered trademark. I'm it. Wanna be second? Go right ahead... It'll be a free ad for me.

Another story talks about my friend Scott Price at the Fancy Foods Show in New York. There was a young lady handing out hot pecans for Texas. She was very stingy when Scott went back for a second handful. She only gave him half a handful and a scowl. Her behavior sabotaged the entire State of Texas for him, and now that I know the story, for me also. And maybe for you. I always thought Texans were warm and hospitable people, but this young lady, who was trying to conserve her cache, actually ruined her company's impression forever.

These little parables can teach strong marketing lessons, but in a fun way.

The book isn't big. You don't have to remember your place or remember names, and you can read it on a short flight from New York to Boston.

What advice can you give our listeners who want to create a good brand?

I was in a selling class a few weeks ago taught by a great lady named Carol Super. Carol's taken the golden rule up a notch. She calls it the platinum rule.

Instead of *"Do unto others as you would have them do unto you"*, Carol's spin is *"Do unto others as THEY would have you do unto THEM."* I think she hit the nail right on the head there. In my *Ten Marketing Secrets for Building a Sexier Brand*, the very first Secret is to turn your thinking around from a selling model—which is all about what you do and how you do it, to a marketing model—which is all about them and what THEY want. Always come back to that and you're on your way to building a championship brand that delivers delight.

About the author

Allan Gorman is a "market leadership advisor." Before starting his own company in the late '80s, Gorman served in senior creative and management capacities at some of the world's largest advertising agencies working on some of the world's most successful brands. His talents have been cited and showcased in numerous business publications; and he has been the recipient of over four hundred industry accolades and awards, including a coveted Gold Lion from the Cannes Film Festival.

Gorman's company, *Brandspa*, specializes in crafting big league marketing strategies and ideas for small to medium sized companies—so that even a client with a minor league budget can realize market leadership. Reach him at 973 509-2715 or e-mail agorman@brandspa.net.

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