

THE
**BRANDING
HIGHWAY**™

ACCELERATE & DIFFERENTIATE YOUR MARKETING
(WITHOUT SPENDING A FORTUNE ON ADVERTISING)

EXECUTIVE LOGBOOK

VISTAGE

GAIRMAXWELL.com
AMPLIFYING BUSINESS, BRAND & PERSONAL REINVENTION



What do you want your brand to do?

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On a scale of one to ten, how effectively are you leveraging your brand?

- 1 2 3 4 5 6 7 8 9 10

Badge of Ownership vs. Brand of Distinction:

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5 Common Characteristics:

1.
2.
3.
4.
5.

Defining the "PURPLE COW":

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*"WHY BE ONE OF MANY? WHY NOT BE THE ONLY ONE."
- GAIR MAXWELL*

Category Language

Common Headlines, Words & Phrases?

Common Visual Elements?

Common Positioning or Themes?

*"WHEN YOU HAVE A MEMORABLE STORY ABOUT WHO YOU ARE AND WHAT YOUR MISSION IS, YOUR SUCCESS NO LONGER DEPENDS ON HOW EXPERIENCED YOU ARE OR HOW MANY DEGREES YOU HAVE OR WHO YOU KNOW. A GOOD STORY TRANSCENDS BOUNDARIES, BREAKS BARRIERS, AND OPENS DOORS. IT IS A KEY NOT ONLY TO STARTING A BUSINESS BUT ALSO TO CLARIFYING YOUR OWN PERSONAL IDENTITY AND CHOICES."
- BLAKE MYCOSKIE*



 **A "BRAND" is defined as:**

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 **"BRANDING" is defined as:**

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 **"PERSUASION" is defined as:**

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*"THINK LIKE A WISE MAN BUT
COMMUNICATE IN THE LANGUAGE
OF THE PEOPLE"
- WILLIAM BUTLER YEATS*



The 7 Basic Plots

According to British journalist and author Christopher Booker, there are only seven ‘storylines’ in the world. In his book, “The Seven Basic Plots: Why We Tell Stories”, a work that took over forty years to write, Booker surveys world literature, outlines commonalities and shows that, although there are a multitude of tales, all narratives are really variations of the basic seven.

Booker’s work is detailed and immense—over 700 pages—but his message is simple. Whether they represent the deep psychological structures of human experience or whether they are merely constructs of tradition, no matter what the story, you’ll find one or more of these basic plotlines:

1. RAGS TO _____

Story of an ordinary person who finds a second, more exceptional, self within.

FILM EXAMPLES: Cinderella / Rocky / Rudy / Erin Brockovich / Harry Potter / Pursuit of Happyness / Aladdin

BRAND EXAMPLES: The Running Room / Harley-Davidson / Victoria’s Secret / Apple / Oprah

2. OVERCOMING THE _____

A hero or heroine confronts a monster, defeats it against all odds and wins treasure, freedom or a loved one’s hand.

FILM EXAMPLES: James Bond / Silence of the Lambs / Jaws / Shawshank Redemption / Guns of Navarone / Enemy at the Gates / Terminator / Star Wars / King Kong

BRAND EXAMPLES: The National Football League / Tylenol / Bowflex / Tide / Nike / The US Marine Corps

3. RE- _____

Someone falls under a dark power or a spell that traps them in a state of living death. Miraculous act of redemption takes place; victim is released and brought into the light.

FILM EXAMPLES: A Christmas Carol / Sound of Music / Schindler’s List / Beauty and the Beast / E.T. / Sleeping Beauty / Jerry Maguire / A Few Good Men

BRAND EXAMPLES: Dove / Apple / Lulu Lemon / Parkville Manor / Spanx / HGTV

4. The Q

A long, hazardous journey to reach a priceless goal far away.

FILM EXAMPLES: Lord of the Rings / Apocalypse Now / Raiders of the Lost Ark / DaVinci Code / Social Network / Pay it Forward

BRAND EXAMPLES: Starbucks / Ferrari / Harvard / U2 / TED Talks / American Girl / The Masters / TOMS

5. VOYAGE AND

Story in which some event — a fall, crash, shipwreck — propels the hero or heroine out of familiar surroundings into a disconcerting and abnormal world.

FILM EXAMPLES: Alice in Wonderland / Back to the Future / The Wizard of Oz / City Slickers / Titanic / Forrest Gump / Chronicles of Narnia / Devil Wears Prada

BRAND EXAMPLES: Disney / WWE / Hooters / KISS / Jack Daniels / Harlem Globetrotters

6. C

Has roots in miscommunication between several members of a cast. Always with a happy ending, typically of romantic fulfillment.

FILM EXAMPLES: Seinfeld / Something About Mary / When Harry Met Sally / Notting Hill / Serendipity

BRAND EXAMPLES: GEICO / Old Spice / Dos Equis / Zappos / Pike Place Fish Market / The Gold & Silver

7. T

Culminates in destruction and death. Main character is overcome by a desire for power/passion, which destroys them or they become monstrous.

FILM EXAMPLES: Picture of Dorian Gray / Bonnie & Clyde / Sid & Nancy / Perfect Storm / Thelma & Louise / MacBeth / King Lear / The Godfather

BRAND EXAMPLES: The Red Cross / Jerry Springer / Dog the Bounty Hunter / SPCA

Although it may seem overly simplistic to restrict all narrative to these seven basic plots, it can be quite helpful for brand-builders to use these classic stories as a guide. Knowing what's come before and why such stories remain compelling can only assist in the process of developing brands with stronger staying power. By familiarizing yourself with the underlying structures of the best stories, you can inject your brand with even more human qualities.



What is your best “Untold Story”?

Think in terms of company “myths & legends” where it performed heroic deeds, accomplished greatness and/or fought tooth and nail to serve customers & community.

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*"OF COURSE I HAVE SOME REGRETS ABOUT MY CAREER:
I AM BITTER AT MY STUPIDITY IN NOT KEEPING AT
LEAST ONE EXAMPLE OF ALL THE MODELS WE HAVE
BUILT SINCE 1940!" - ENZO FERRARI*



Next Steps?

 **FIND:**

 **FILTER:**

 **FOCUS:**

- Do you believe you and your company can discover a great story worth sharing?
- Do you feel you and your team possess a smidgen of creativity to bring that story to life?
- Do you have the right people who will believe in and live your story?
- Do you have a thirst for adventure and are you determined to create and leave a legacy?

*"THE HELL WITH THE RULES. IF IT SOUNDS RIGHT, THEN IT IS."
- EDDIE VAN HALEN*