

Brand
Strategy
Guru

Build A Brand In 30 Days™

An accessible, inspiring and practical one-day or half-day training course: designed for anyone who wants to use brand effectively.

A highly participative learning experience that will:

- give you a thorough grounding in brand and branding today
- provide you with content-rich learning that you can put into practice immediately in your business or organisation
- arm you with a critical path to developing a brand that is distinctive, compelling, authentic and sustainable
- deliver understanding and skills in crucial brand elements including: *Brand Purpose, Brand Naming, Brand Positioning, Brand Narrative, Brand Values, Brand Behaviours* and much more

Written and presented exclusively by Simon Middleton, *The Brand Strategy Guru* and based on his unique book *Build A Brand In 30 Days*.

Kick-start a completely new brand idea,
or reinvigorate your existing brand

This one-day intensive course includes

- group and individual branding exercises
- opportunities to apply the learnings directly to your own brand
- real-world brand examples and case studies
- full course materials
- DVD of Simon Middleton's TV series *The Brand Effect*
- your own copy of the book *Build A Brand In 30 Days*

"Passionate and persuasive, Build A Brand In 30 Days is a must for all business leaders to understand the value of their brand. Simon Middleton has a natural instinct for uncovering the Wow! factor in every brand. This will enhance your bottom line."

Dawn Gibbins MBE, Group Founder & CEO, Barefoot Living Ltd
Veuve Clicquot Business Woman of the Year,
voted Most Influential Person in British Manufacturing



How does Build A Brand In 30 Days™ work?

Build A Brand In 30 Days™ is a structured course which guides participants through proven and effective activities.

No previous knowledge or experience of brand or branding issues is required, and the course is suitable for participants from any background, with or without any knowledge of marketing. It is, however, highly participative, and all delegates will be required to make an active contribution throughout.

This course is available both as a one-day and half-day programme.

Build A Brand In 30 Days™ is available both as an 'open' course (see www.brandstrategyguru.com for forthcoming dates) and as an 'in-house' course which is ideal for teams from companies or organisations.

"Awesome performance, great feedback... you were fantastic... people said the 'time flew by', 'it opened their eyes', 'made them think'... etc etc... cracking gig... funny, inspiring, authentic... you really are impressive!"

Richard Blackburn, Managing Director,
Energi Technical Marketing

What are the outcomes?

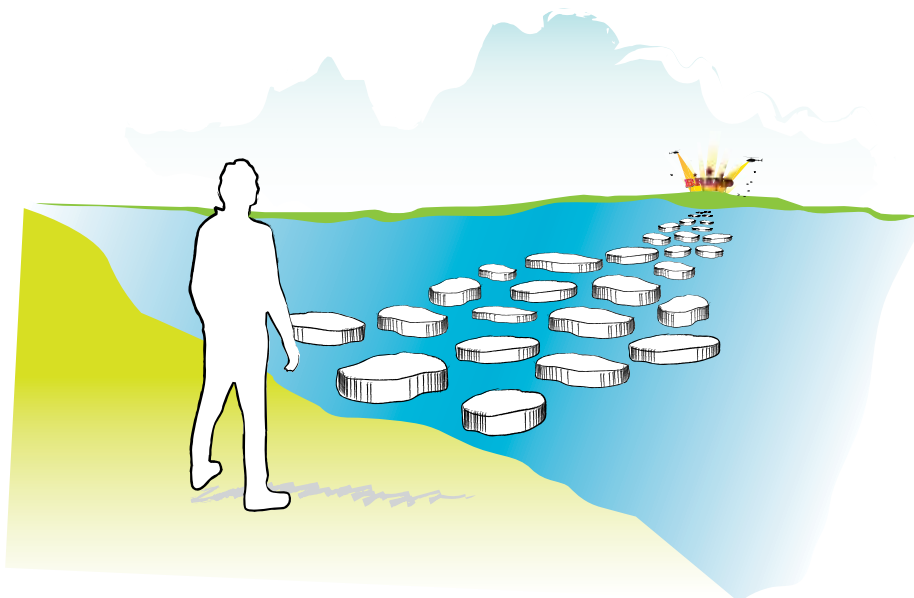
The **Build A Brand In 30 Days™** course takes participants through a detailed examination of their particular brand (which might be a product or service, company, organisation, or even a team or department within a larger entity).

Through 30 key stages all the elements which make up compelling, distinctive and 'meaningful' brands are explored, and participants are given the tools to identify the unique characteristics that form their own brand's DNA.

What are the benefits?

Build A Brand In 30 Days™ is an extremely cost-effective opportunity to focus wholeheartedly on your brand (which in the most challenging environment of recent memory is your most valuable business asset).

The conclusions you draw in **Build A Brand In 30 Days™** can form the foundation not only of much more effective marketing, but also of the entire direction of your business.



At an affordable cost, and in a very manageable time-frame, **Build A Brand In 30 Days™** represents a very high-value investment in your brand's future, giving you:

- a clear way forward for your 'brand'
- intellectual and emotional 'brand ownership' by you and your team
- a secure basis for briefing your designers, advertising or PR agency
- a hugely valuable reference point for future marketing activity for your brand and business
- a touchstone for staff at all levels

Who should attend?

Participation in **Build A Brand In 30 Days™** is recommended for anyone closely involved in making decisions about the management and communication of your brand: whether you are a small or large business, a one-person enterprise, or a charity or public organisation.

People's backgrounds, job-titles, knowledge and skills will vary: but the course is designed to be effective with all.

Build A Brand In 30 Days™ can be just as effective in defining the 'brand' of a particular team or department within a larger organisation, as well as for people launching or planning to launch a new business, product, or service, and for individuals reviewing their professional and personal brand.

What does Build A Brand In 30 Days™ workshop cost?

Build A Brand In 30 Days™ open course costs from £195 (+VAT) per person (half-day programme). The price reduces to £165 (+VAT) for charities, students and sole-traders. Other discounts are available, please enquire. Price includes catering, course materials, book and DVD.

In-house programmes start at £2,500 (+VAT) depending on numbers. Please call to discuss your requirements. There are substantial savings on in-house prices if you qualify as a charity or not-for-profit organisation.

"Simon has years of experience helping companies understand more about their brands but this experience never leads to assumptions or text-book recommendations. He listens first and talks second and never assumes he knows what the problem is... a personable, sincere, highly intelligent consultant with a refreshing quiet authority."

Jay Chapman, Head of Communications, Pret A Manger



Two quick ways to book

By phone on +44 (0)1603 305800

By email to simon@brandstrategyguru.com

Please call or email with your particular requirements.

Why choose Brand Strategy Guru?

Simon Middleton, The Brand Strategy Guru, has provided strategic brand advice to organisations large and small in the commercial, public and charity sectors. Client list and references available on request.

An exceptional brand thinker and teacher with a refreshingly practical approach, Simon has a reputation for devising and running workshops that are exciting, inspiring, memorable and effective.

To see some other ways in which Brand Strategy Guru might be able to help your organisation, please visit www.brandstrategyguru.com

Build A Brand In 30 Days. The book. Available from Capstone.

In this unique book Simon provides crucial guidance for any business (no matter how small and of whatever kind) on how to make your brand meaning positive and powerful. You'll learn how to build an appealing, distinctive and sustainable brand: even if you have no knowledge of marketing or branding at all.



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Payment

Clients are invoiced at time of booking and payment is required in order to confirm the booking. To make a bank transfer please phone for details.

"Well, what can I say! – an excellent seminar. I want to say how much I enjoyed your presentation. You had eloquence in your delivery and there was real business relevance in what you said. You're a great story teller and so well read that all your references and asides really engaged everyone. I loved (note use of the word love) your energetic use of multi flip charts. A real conjuring act!"

Lucy Marks, Manager, Norfolk Network



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