



BREWING A HOT BRAND

BY THE BRAND COACHES

The Brand Coaches definition of branding:

Brand ing (brand ing) verb
Articulating and optimizing everything
the customer and potential customer
sees, feels, touches, hears and tastes.

It has been two years in the making, but The Brand Coaches have taken many of the keys to success we have addressed in this exclusive bi-monthly column for Tea & Coffee Trade Journal and added a ton number of other critical ingredients to creating a highly profitable retail specialty coffee business.

It has been gratifying to travel around the country and find our Brand Coach column taped up behind the service counter and back of house at many independent and coffee houses and drive thru chains addressing a myriad of topics, from the formula to hiring and creating world-class baristas to the magic in crafting profitable signature drinks and menu boards.

While ruminating over what to write with each column we came to the realization that many of our readers and others in the specialty coffee industry would benefit from a tightly crafted book capturing in quick to read daily action plans that will build a bullet-proof brand.

Our first step was creating a *Brewing a Hot Brand* one-hour seminar we give twice to audiences of 200 and more at every Coffee Fest. Since initiating the seminar it has consecutively been ranked by attendees written evaluations and the number one educational seminar. We followed the creation of the seminar with an outline for a book, embracing contemporary and breakthrough branding strategies from our own experiences and the ocean of books in the marketplace on “emotional” and/or “sensory” branding.

As many of you know who regularly read our column, a common theme runs through everything we write: branding is everything and everything is branding. The narrow definition of “marketing” that the marketing communications firms try to shove down your throats at a huge expense with little if any results is over for those in the know.

Those of you who regularly read our column you know everything we write is underpinned by a common theme: branding is everything and everything is branding. Simple as it sounds the deeper you dig the more you realize this concept is literally a total paradigm shift from the traditional view of marketing.

The mission of *Brewing a Hot Brand* is to provide outrageously simple strategies that instantly inspire readers to embrace holistic sensory branding: the key in the 21st century to unlocking your businesses skyrocketing profit potential.

When our first draft was completed we sent it out to a wide variety and coffee and non-coffee industry business leaders to gain insight and critical review of whether or not our 27-day action plan resonated with them.

One of the manuscript recipients was It's A Grind Coffee House franchise founder and President Marty Cox. His response was over the top with enthusiasm. Marty read *Brewing a Hot Brand* the day he received the manuscript saying, "My head is exploding with new ideas from every single chapter I read. I wish I had had this book from the very beginning of starting my business. Our 200 locations would be at least double that by now. When it is published I can't wait to share it with every one of our franchises."

After getting great encouragement from such notables as Jack Canfield, co-author of the international best selling *Chicken Soup for the Soul* series we decided *Brewing a Hot Brand* offers a powerful 27 day action plan for any retail business. Jack got to know The Brand Coaches when selecting our parent company, Dillanos Coffee Roasters, as one of America's 70 best companies in his best selling book titled *The Success Principles-How to Get From Where You Are to Where You Want to be*. Accordingly we decided to price the book at standard chain store a standard chain store price. You can buy it today by title on Amazon.com for \$26.95.

Brewing a Hot Brand is already garnering awards; being recognized as the Best New Product at the June 2006 Coffee Fest Atlanta.

David Heilbrunn, president of Lifestyle Events Inc. and global Coffee Fest Shows, said in awarding the honor, "As a branding how-to, *Brewing a Hot Brand* is the only book on branding anybody needs without all the heavy reading. It is a breakthrough book for our industry at a time everybody has to up their game to compete with the major chains." You will be surprised how visual and fast of a read *Brewing a Hot Brand* will prove to be, as you can read in the time it takes you to fly from Seattle to Chicago. In an ocean of books about branding, The Brand Coaches have filtered out the essence of key marketing principles into perfectly shaped branding droplets that will quickly take you from bland to a killer brand.

Don't you get frustrated when the Big Idea in a branding book could be told in one short chapter, but is belabored for over 200 pages to fill and sell a book? We bought and devoured over 20 of

the latest “hot” and classic best sellers on building a powerful brand from the most respected names in the book category. You will find key success nugget from this research in each of the 27-day action plan, enhanced by our combined over a quarter of a century of rich personal branding experiences with such giants as Starbucks Coffee and The Bank of America.

Through timeless principles, *Brewing a Hot Brand* will teach you how to take what seems a highly formable task at great expense for a one to three location specialty coffee owner and makes it a highly affordable great adventure.

The 10 ways to use the book include:

1. Create your own Specific Brand Image (SBI)
2. Create fiercely loyal customers
3. Use as a teaching guide for your sales force
4. Quickly power up your sales
5. Turn work into an adventure for your employees
6. Create a dynamic and result-getting company culture
7. Inspire direction in crafting a resonating mission statement/core values
8. Form a growth battle plan
9. Beat any size competition-including the Big Green
10. Have more fun in your business

We formatted *Brewing a Hot Brand* so the readers only reads and is instructed to act on one chapter a day. We have squeezed the essence out of eggheads and high tower marketing gurus into easy to understand and implement strategies. In just 27 days those whose enthusiasm is ignited to take the simple action required in daily assignments will be well on the road to building a great brand.

In the next few columns we will be taking *Brewing a Hot Brand* a chapter at a time, to address in depth how you can up your profits and decaffeinate the competition.

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