

Personal=Profitable™

TOOLKIT

Your Toolkit for Marketing Success

Welcome! Sean Tracey Associates will send you the six chapters of our “Personal = Profitable™” Toolkit. It will guide you through each tenet and action step to forge authentic connections, fuel customer loyalty, and propel your brand to the top of your market.



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Authenticity Engine

There is one principle that unites all these actions into a powerful practice – your authenticity engine. It’s not about horsepower, it’s about your brand’s heart power. When competing with faceless industry giants, authenticity is your secret weapon. It’s the fuel that fires the “Personal = Profitable™” Toolkit, propelling your marketing to new heights of connection and loyalty.

Showcase Brand Values

Your brand values are the heart and soul of your identity. They define who you are, what you stand for, and what sets you apart from the competition. Don’t be afraid to showcase these values in your marketing efforts.

<p>ACTION 1: Identify Your Brand Values & Create Content That Showcases Them</p> <p>Use social media, blog posts, and other marketing channels to highlight how your values align with your audience’s values.</p> <p>EXERCISE:</p> <p>List the brand values that you can highlight then create a list of ways to demonstrate those values.</p>	<ol style="list-style-type: none"> 1. 2. 3.
<p>ACTION 2: Infuse Values Into Your Message</p> <p>Create a connection between your core marketing message and your values. Your message reinforces what you stand for.</p> <p>EXERCISE:</p> <p>Brainstorm three messages that employ your brand values.</p>	<ol style="list-style-type: none"> 1. 2. 3.
<p>ACTION 3: Embed Values in Employee Training</p> <p>Ensure every interaction reflects your values, from customer service to marketing campaigns.</p> <p>EXERCISE:</p> <p>List three ways to employ brand values in employee training.</p>	<ol style="list-style-type: none"> 1. 2. 3.

Celebrate Your Story and Your People

Your brand's history and the people behind it are unique and worth celebrating. Share your story and your people's stories to create a deeper connection with your community. Remember, you are in the "people" business, no matter your industry.

ACTION 1:

Share Your Unique Company History.

Connect with your community through shared cultural references or common struggles.

EXERCISE:

List the historical events that resonate with your customer and demonstrate the commonality in your community.

1.

2.

3.

ACTION 2:

Profile Employee Contributions & Stories

Give faces and voices to the team behind your brand, fostering human connection.

EXERCISE:

List stories about how your employees went the extra mile to help customers in difficult times.

1.

2.

3.

ACTION 3:

Share Customer Success Stories

Share stories of customers who have gone through struggles and achieved success with your help.

EXERCISE:

Brainstorm the amazing stories from your customer base. List how sharing their stories will futher their cause.

1.

2.

3.

ACTION 4:

Host Community Events With a Personality

Organize gatherings that highlight your customers. Concerts with local talent or theater in the park, create something that your customer would truly appreciate.

EXERCISE:

Write ideas for events that your customer would truly appreciate.

1.

2.

3.

Embrace Transparency

Be open and honest in all interactions. Sharing the good, the bad, or the ugly can build trust and credibility with your audience, which is essential for authentic marketing.

<p>ACTION 1: Highlight Your Mistakes</p> <p>Share a story of a time when your company made a mistake and how you learned from it and became better for it.</p> <p>EXERCISE:</p> <p>List stories where an error led to better service and more value for your customer.</p>	<ol style="list-style-type: none">1.2.3.
<p>ACTION 2: Share Behind-the-Scenes Content</p> <p>Publish photos or videos of your team at work, your production process, or other “behind-the-scenes” moments to give your audience a glimpse of what goes on behind the scenes.</p> <p>EXERCISE:</p> <p>Write possible “behind the scenes” stories your audience would find interesting.</p>	<ol style="list-style-type: none">1.2.3.
<p>ACTION 3: Address Complaints</p> <p>Respond promptly and honestly to customer feedback, both positive and negative. This shows that you value your customers’ opinions and are willing to listen to their suggestions.</p> <p>EXERCISE:</p> <p>Research your feedback from all channels. Create a list of topics you can highlight.</p>	<ol style="list-style-type: none">1.2.3.