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# PRESENTATION *Plus* Corporate Communications

## By Design

Thoughts on Marketing and More from Presentation Plus

October 2010

We're Celebrating 22 Years of Success!

**Be Visible. Be Involved. Be Proactive. Be Found.** Speak with a strong voice and ALWAYS put your best foot forward. It has never been more important to set yourself apart from the competition and promote a clear and confident brand. It's a fact: More people are going to 'meet' you -- or visit your community or region for the first time -- online than in person. Make sure that you like what they see and learn about you and your brand. Then work, very hard, to make them a Brand Champion on your behalf. *Read on to find out how ...*

### In This Issue ...

## Real AZ Corridor Wins the Governor's Excellence Award for Innovative Economic Development



Our regional branding project for the **Real AZ Development Council** --the **Real AZ Corridor** -- was named the winner of the **2010 Governor's Excellence Award for Innovative Economic Development** at last week's Regional Development Conference in Flagstaff. More than a dozen members of the Corridor were on hand to accept the award from Governor Jan

Brewer on the final day of that exciting two-day conference.

We do not set out to win awards when we begin a project, but they are certainly good for fueling enthusiasm and momentum and we -- and the communities and organizations that we work with -- are always honored by the recognition. This was a powerful way to introduce the **Real AZ Corridor** brand to an important audience and we are excited and gratified by the response that we have received since last week's conference.



**The Real AZ Corridor is an exceptional example of effective Regional Branding ... and of the productive value and synergy of emphasizing Collaboration versus Competition.** Earlier this year, we

## Words To Live By, Starting Today ...



### Why It Matters What People You May Never Meet Think About You ...

**It's the new reality: More people will meet you or visit your community for the first time online than in person these days.**

That all-important first impression that you're about to make? You probably won't be there to make it in person.

Google (or Bing or whatever search engine or social networking tool that you or they prefer to use) is no longer just a search engine, it is also a **reputation manager**. Potential customers, employers, workers, residents, partners and even potential dating prospects are using online tools to find ... learn ... compare ... and form opinions BEFORE they contact, meet or visit the subject (You!) in person. Make sure that you like what they see -- and learn -- when they find you or your community online. Your online impression must be positive and strong. Second chances are very, very rare these days ....

Google yourself. Or Bing yourself. Regularly. (*That sounds so wrong somehow ...*) Look at the results objectively, through someone else's eyes. It's what *they* think that really matters.

were awarded a competitive contract to develop a regional branding strategy for the **Real AZ Development Council** (formerly Navajo County Regional Development Council), which includes two Arizona counties (**Navajo** and **Apache**) and nine communities (**Winslow, Holbrook, Snowflake, Taylor, Show Low, Pinetop-Lakeside, Eagar, Springerville** and **St. Johns**). **Lori Martinek** held Visioning Workshops, wrote a detailed branding strategy, developed identity elements and led the design and development of a gateway regional website that can be found at [www.RealAZCorridor.com](http://www.RealAZCorridor.com)

We also designed a series of 12 Community Landing Pages that strengthen the brand and ease the transition from the **Real AZ Corridor** website to the individual community websites and to **EDAC** (Economic Development of Apache County) ... and designed a banner display for placement on [EcoDevDirectory.com](http://EcoDevDirectory.com), which is the pre-eminent gateway website for economic development organizations and professionals.

The **Real AZ Corridor** was also featured in Lori's presentation at the conference, **Regional Branding: Strategies That Really Work**. Lori's work for the **AZSBDC** (Arizona Small Business Development Center Network) and as part of an **IEDC** (International Economic Development Council) response team in the Gulf Coast were also featured that day.



**Here's the Take-Away If You Are Considering a Regional Branding Effort:**

**Encourage Collaboration versus Competition.** It is THE Game-Changer when it comes to Regionalism. And be sure to consider your branding effort for what it truly is: A long-term investment in the economic vitality of your community or region that effects *every* local stakeholder and business, both now and in the future. Consider your strategy carefully. We can help.

**Collaboration Beats Competition ... Every Time!** There is no question that this theory is true when it comes to Regionalism, but it is also true of doing business in general. When we as business owners, civic leaders and decision makers choose to Network ... Share ... Promote ... and become Brand Champions for the companies, communities and causes that we believe in, *everyone wins*.



**We are Branding Experts.**

Call us at (623) 537-0888 to find out how we can help you develop and promote a strong, confident place brand that offers a truly competitive difference.

**Trip Report: Gulf Coast Brands Damaged By Oil Spill and Clean Up ...**

**Remember:** A brand is a set of expectations, perceptions and experiences that OTHER PEOPLE have and hold about you and what it would be like to do business with you ... or bring their company to your community ... or move their family to your town ... or, well you get the message ...

**Make sure that they get the message too,** and that it's a positive, proactive one. Let us know if you need help.

**Why Jazz is More Interesting Than Bowling...**

**My favorite Seth Godin muse of the month ...**

"Bowling is all about one number: the final score. And great bowlers come whisker-close to hitting the perfect score regularly. That's not enough dimensions for me to be fascinated by, and few people pay money to attend bowling matches .... Jazz is practiced over a thousand or perhaps a million different dimensions. It's non-linear and non-predictable and, most of all, it's never perfect. Unfortunately... when we get to work, most of us choose to bowl."

Read More at Seth's Blog [HERE](#).

**Lori adds:** Choose jazz. It's much more difficult ... but it's also much more satisfying in the end ...

**Don't Confuse the Brandwagon with the Bandwagon ...**

In marketing, we often work to create a 'bandwagon effect'. It's where we get thought leaders and trendsetters to embrace and endorse a product, a concept or a candidate ... in order to encourage others to 'jump on the bandwagon' and do the same.

**Branding does not work the same way.**

Strong, successful brands create and claim a position in a prospect's mind by making a competitive, unique promise. 'Me too' or 'more of the same' will not work in branding. Saying ... or even implying ... that you are 'just like the leading brand' does nothing but encourage people to go with the top brand. The more you try to be like others, the farther you'll blend into the crowd.



**Always choose to be a standout.**

**Get off the 'brandwagon' and give prospects a clear, confident, compelling and yes ... unique ... reason to CHOOSE your brand.** Tell them WHY your brand will fulfill an important need or want that THEY have, and how it will do it better than anyone ... anything ... or any other place can.

**Be a brand leader, not a follower.**



I traveled to the Gulf Coast in August, as part of an International Economic Development Council (IEDC) national response team. Our 12-member team consisted of four economic development experts in various disciplines (branding/marketing, workforce development, retention, recruitment), two IEDC staffers from Washington D.C. and six high-level representatives from key Federal agencies, including HUD, Homeland Security, USDA, SBA

and others. We traveled to Jefferson Parish, LA on a very focused mission: to Assess the impact that the BP oil spill and the resulting cleanup effort were having on the local and regional economies ... and to Recommend strategies to mitigate any impacts and to facilitate recovery. To do this, we traveled to Grand Isle, where we talked with shrimpers, charter boat operators and local business people and spent a day in Metairie with stakeholders representing government, financial, banking, business and development interests. On Day Three, we brought all of these stakeholders back to hear our recommendations. *It was an amazing experience.* Every minute of it.

Branding issues were only one part of the equation, but they proved to be an important one. Three key economic sector brands were at stake: Tourism ... Gulf Coast Seafood ... and the region's Economic Development and Investment brands. Tourism is huge in the Gulf and there was uncertainty whether the beaches and water were open and safe and at what point tourists could return to the area. The perceived safety of Gulf Coast seafood was changing on a daily basis, impacting not only local fisherman, processors and distributors, but also restaurants and consumers nationwide. Confidence was shaken in the region as a place to do business. Hurricanes are 'expected' to occur regularly there and are often written into business plans. The oil spill, however, was a new kind of disaster ... a man-made one ... that no one was really sure how to deal with.



The good news? Each of these brands was very strong to begin with and they were damaged, but not broken. Our recommendations included many of the strategies that we share with all of our clients: Collaborate, Communicate, Create Brand Champions and use those champions to Spread the Word, Reflect Reality and Rebuild the Brand.



And that's the real lesson to be learned here:

**Strong Brands Survive.** Create a strong brand and reinforce it, consistently, and it will be resilient.

Interested in further details? Call Lori Martinek at (623) 537-0888 to hear more of the story ....

## Context Matters ....

Always.

We are branding experts, strategists and visibility builders who work with our clients to identify and act on opportunities to target, communicate and sell. We'll ask the questions that need to be asked ... and provide insightful answers that will help you move your company forward. Call us at (623) 537-0888 and let's get started. Today.

--- Lori Martinek, Branding Expert, Author, Mentor and Marketing Consultant

### Quick Links

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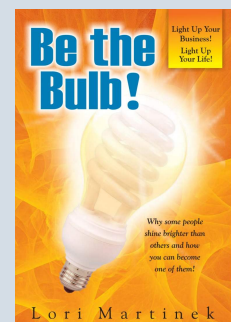
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**Be The Bulb! Buy It On Amazon.com**



Lori Martinek's first book, **Be the Bulb!** is available for sale online at Amazon.com.



I just returned from last week's **Governor's Regional Development Conference** in Flagstaff, where I met a lot of people for the first time ... had an opportunity to re-connect with existing contacts ... and have fun hanging out with representatives from two of our larger Arizona clients, among other folks.

Two very different phrases were used by people we talked with to describe the services ... and the quality of service ... that we deliver to our clients: **Cheap and Easy** and **Looks Expensive**.

**Cheap and Easy** ... Coined by **Eric Duthie, Town Manager of Taylor, AZ** and a member of the **Real AZ Development Council** in reference to how easy we were to work with, how value-adding our expertise and enthusiasm was to the project and how cost-effective our work proved to be in the end. (We also won a competitive government bidding process to originally win the project.) Thank you Eric ... *I think.*

**Looks Expensive** ... This one came from a new contact, **Coconino County Supervisor Carl Taylor**, who attended my presentation on Regional Branding, complimented our work and remarked that the brand, the outputs and my services 'looked expensive'. I told him to go talk to Eric Duthie, who was in the back of the room at the time ....

I consider both assessments to be huge compliments (in the right context, of course!) to the quality and the results of our work. We're also thinking about having some t-shirts made .....

## Great Branding Tips

### Six Things That You Shouldn't Have To Figure Out By Yourself

**Create Stakeholder Interest, Input and Investment in your brand ... right from the start.** It is the best way to create an army of Brand Champions.

**Always Base Your Brand In Reality** ... Make sure that it reflects what exists today, NOT what you hope it will become tomorrow ... or at some point in the future, once you've had a chance to 'work on things'.

**Keep Your Focus on the Target Audience and THEIR Needs** ... and how what the Benefit that you have to offer can fulfill those needs better than anyone else ... or any other place ... can.

**Focus on Benefits, not Attributes ... Always.** Attributes are features and are often presented as a list. A benefit is the *promise* that is offered by one or more attributes. Make sure that your benefit is competitive, compelling and believable.

**Branding is an Investment.** Consider it carefully and call in outside expertise if you can. It is always difficult to objectively study your own backyard and see the real strengths and challenges ... *and* ...

**Your Brand is a Valuable Asset.** Create it, nurture it, reinforce it and strengthen it, always. Strong brands survive.



## Front and Center ...

[Visit our Amazon page](#)

[Read about the book at Herlife Publishing](#)

**Be the Bulb!** also has its own Facebook page. [Check it out and become a Fan HERE](#)

## Read Lori's Branding Blogs ...



Lori's **Branded By Design** blog offers insights on branding, marketing, creating greater visibility, using social media marketing effectively and more. [Read Branded By Design HERE](#)

**Be the Bulb!, The Blog** goes beyond Lori's book to provide strategies that keep a strong brand shining brightly. [Read Be the Bulb!, the Blog HERE](#)

[Get GoogleReader FREE to organize your blogs and feeds HERE](#)

## Our Related Ventures



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### Book Manufacturer's Institute Annual Conference ...

Lori will present *Branding For Social Media Success* on November 9 at the annual conference of this national association of book printers and vendors. The event will be held at the Arizona Biltmore Resort in Phoenix. Lori will introduce attendees to branding and social media strategies that can be utilized to build greater visibility -- and success -- for their companies,

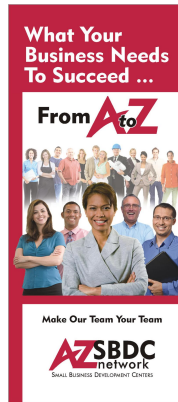
their books and their professional services!

### What We're Excited About ....

The dedicated Economic Development pages that we created for the communities of Taylor and Snowflake, AZ. These neighboring communities are separate municipalities with distinct local brands, but they are working together to encourage beneficial economic development in their area. We designed and developed a template for a single ED page (actually a mini website in its own right) that was linked to the communities' existing websites. The page has two banner versions and a brand that is closely linked to the **Real AZ Corridor** that both communities are part of. It all works together to get the word out on the strengths that the Snowflake and Taylor area has to offer.



We are just starting a major redesign and expansion of the **AZSBDC (Arizona Small Business Development Center) Network** website. The AZSBDC is a great example of a statewide brand that is comprised of diverse regional components ... each of which works with a diverse set of clients ... and in broadly diverse local economies. It is a challenging undertaking and we are excited to be taking this important next step in Building the AZSBDC Brand.



We have also been working to publicize AZSBDC events, including its recent **Veterans Small Business Development Conference**, its **Clean Tech Initiative** and the **Arizona Procurement Conference** that will be held in Phoenix on Nov. 19 -- a statewide event that is targeted at helping women and minority-owned businesses.

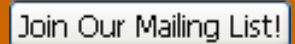
The **AZSBDC Network's monthly electronic newsletter** (which we write and produce) was featured in the September issue of the **ASBDC (Association of Small Business Development Center Networks)** national newsletter, which reaches 60 state and regional SBDC networks and their partners across the U.S. This is a great honor for a still-young newsletter. Three story items were picked up for national distribution.

[Learn more about the AZSBDC Network HERE ...](#)

The fall issue of the **City of Harvard's newsletter**, which provides need-to-know information to residents and local business owners through its distribution in the *Harvard*



[Read Lori's MindingHerBiz Profile HERE](#)



Main Line newspaper (as a center spread) and online [HERE](#).



We are now working on the late Fall/Winter issue of the Harvard Economic Development Corporation's quarterly newsletter *HED-lines*, which is also published online and as a center spread in the *Harvard Main Line* newspaper. We have been producing this well-read community newsletter since 2001. [Learn more about the Harvard EDC HERE](#).

## What We're Reading ...

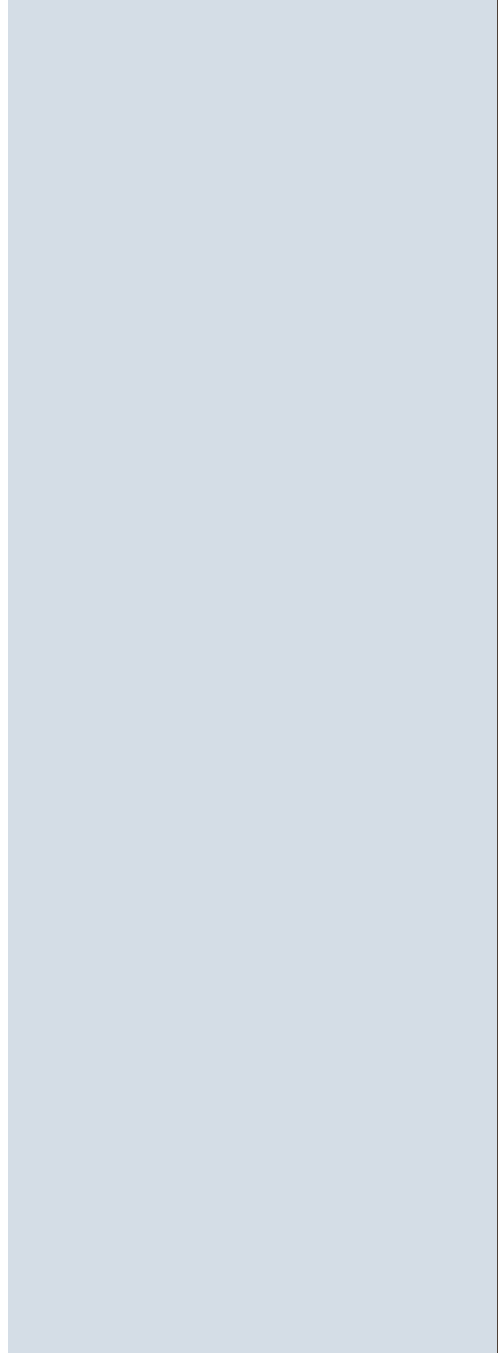
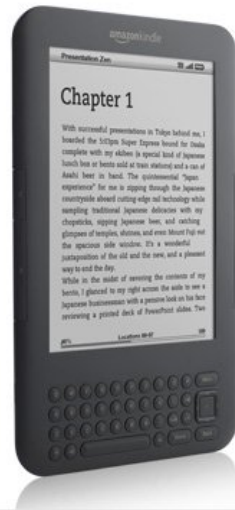
**It's not WHAT we're reading this month, but what we're reading it ON!**

I finally took the plunge and bought a **Kindle 3G** with built-in wireless from [Amazon.com](#). I love my Kindle. It is light, easy to carry around, has incredible clarity, capacity and ... best of all ... has given me the ability to get whatever it is that I want to read literally within seconds of deciding that I want to read it. Dangerous ... but also completely satisfying.

It slips in behind my netbook in my briefcase and lets me take all of my reading with me wherever I go. The wireless is free and you can store up to 3,500 books on the reader. End of commercial. If you're a big reader, check it out.

Which reminds me, I need to get [Be the Bulb!](#) made available as a Kindle edition .....

• **Our clients love us for our ability to 'kindle' excitement and make dedicated brand champions out of customers and stakeholders. Getting people excited -- and invested -- in your Benefit and your Promise is what it's all about. Ask us how we can help you build an army of Brand Champions for your company ... your organization ... your initiative ... your community ... or your region. [Email Lori HERE](#).**



## We'll Get You Noticed ...

More than 90 percent of our new business comes from referrals by our Clients. This is a great compliment to the quality of our work, our focus on service and our true respect for a deadline. Our clients are among the most excited and satisfied people on earth and they prove it by being our very best cheerleaders, champions and salespeople. **Get excited! Give us a call today.**

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