

By Genell Holloway

Sponsor: Eagle Hollow Enterprises, Inc.

Step One In Developing An Unstoppable Brand

How important is branding? What does branding mean? Why should I care about branding? These are all important questions that a business owner must answer to lead his organization effectively.

Let's start with Brand DNA. This is "the process by which you share who you are on your best day." You can bet that who you are will be reflected on your worst day. We need to be intentional in living out our brand.

To effectively live out our brand, we must know who we are and why we do what we do. Knowing our why keeps us on track and headed in the right direction. We are not easily swayed to change directions on a whim. We don't chase squirrels because we are laser-focused on the desired results.

Part of living out our brand means we have to know what our core values are and to share them with others. What are core values? One often thinks of integrity, honesty, kindness, approachable, caring, competent, ethical, etc. We often share our core values through stories as well as our actions.

What stories do you share that demonstrate your core values? Core values are the secret sauce to our success as a brand. They indicate what makes us different, and help to create trust.

Again, we raise the question, how important is branding? It is critical to know who we are so we can truly carry out our brand in everything we do. Branding helps us to stay on track with our decisions in everything we do. If you're not sure about your branding effectiveness, consider taking some time to evaluate where you are and how you can make it better. Regardless of how we feel on a given day, we must consistently live up to the brand that we have put in place!

The strategy of core values within a few familiar brands.

Starbucks: One Person, One Cup, and One Neighborhood at a Time: Synonymous with coffee, and they've built a brand associated with quality, convenience, and experience. Applying This Strategy to Your Brand: Consistency is key. Whether it's the quality of your products or the experience you provide, ensure that your customers can always rely on your brand to deliver.

Southwest Airlines: Low Fares. Nothing to Hide. Known to travelers as the "friendly airline," -Connecting people to what's important in their lives through friendly, reliable, and low-cost air travel. Applying This Strategy to Your Brand: Offer excellent value without sacrificing quality. Emphasize your brand's character and commitment to customer satisfaction, making your consumers feel valued and part of your brand's community.

Ben & Jerry's: Peace, Love, and Ice Cream: Built its brand around creative flavors, fun packaging, and a commitment to social and environmental justice. Applying This Strategy to Your Brand: Find a cause that aligns with your brand and incorporate it into your brand positioning. Today's consumers are more likely to support companies whose values align with their own. By taking a stance on significant issues, you can strengthen your relationship with your target audience and enhance your brand reputation.

Build your brand by expressing the confidence and knowledge present in your company.

"A good leader is dependable in both ways: as a resource for answers and guidance, but also in their demeanor. Consistency in how you show up in the world and treat people matters." Mila Grigg, *Forged by Fire, How To Develop An Unstoppable Brand*



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REAL ESTATE

By **Mary Lou Nowak**, 7 year sponsor/Executive Board Member
Sponsor: **Resource4 Care Info.**

Talk Shoppe: Pioneering Business Networking and Education in Memphis

In the heart of Memphis, Tennessee, Talk Shoppe has been a beacon of networking and education for over 20 years, renowned for its innovative approach and commitment to member growth. Marketing opportunities and support are fundamental to Talk Shoppe's success, driven by the desire to empower, equip, and educate the community.

2024 marks a year of significant changes for Talk Shoppe. Understanding the importance of relationships in business, the organization has revamped its event structure to allow for more open networking opportunities. New rotating events such as Speed Networking, Meeting Mixers, and a Roundtable Referral Roundup have been introduced, attracting a large audience.

Recent progress includes the revamp of the weekly meeting introduction to enhance professionalism and efficiency. Marketing support has also expanded to include social media technical support, assisting sponsors in creating content at no extra cost.

Initiatives like the Office Depot discount program for Elite Sponsors demonstrate Talk Shoppe's commitment to providing tangible benefits, saving sponsors thousands in marketing material production. The introduction of the Premier Program and the Revenue Share program aims to attract new sponsors and foster community growth.

Talk Shoppe's commitment to providing free networking and education sets it apart. Whether interested in business, real estate, or health and wellness, Talk Shoppe welcomes all. Its affordability, non-mandatory nature, and flexibility, along with its dedication to ongoing learning and relationship-building, make it unique in the realm of business networking.

Looking ahead, Talk Shoppe is poised for even greater success with new sponsorships and a continued focus on innovation. It remains a driving force in the Memphis business community, inviting all to unlock their potential and be part of something exceptional.

HEALTH & WELLNESS

By **Rev Jo Rook Huggins**
Sponsor: **Church of the Harvest**

Who's the decision maker?

There are many challenges facing us today. How do you keep yourself encouraged and on the right track?

Life's challenges can be motivators or crushing blows. As a Minister, I help people get from where they are to where they want to be with biblical excellence with God. There is not one right answer to get and stay motivated. Everyone experiences times that are challenging; what you do in those times either propels you forward or keeps you stuck.

Hard or impossible obstacles show up so you must decide long before they arise that you won't give in, cave in or quit. A true quality decision comes when you decide there is no more argument and no retreat; just moving forward. Establishing a network of people you trust is important too, so you can get and give wise council when needed. Too many times I've heard "I don't need anyone else" but the truth is we were not designed that way. We need one another.

But, you are still the decision maker for your life. So, how do you think about yourself? If you wrote down every thought you had about yourself or situation for one day, what would the overall theme look like? If you spoke those words over yourself, would they be words of encouragement or defeat?

If your own words are against you, that is the first place to start. Take time to reflect on your thoughts and flip the negative ones into positive ones that work for and not against you. Remind yourself of the obstacles you already overcame and look at what life looks like for you from a place of victory. Then make every thought line up with victory and take action to see it come to pass.



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