



LIVE WED 11/13 2PM ET / 11AM PT

POSITIONING YOUR
BRAND
TO WIN AT
FRANCHISE
SALES

WITH CHARLES N. INTERNICOLA & LAURA MEYER



THE INTERNICOLA LAW FIRM, PC
FRANCHISELAWSOLUTIONS.COM
800.976.4904



LAURA MEYER

Joybrand
CREATIVE



Laura Novak Meyer began her photography career at age 23 and met it with swift success. Her work was recognized by the Professional Photographers Association of America and the Wedding and Portrait Photography Association; and, in 2007, Kodak named Novak one of its “Two Photographers to Watch” in the nation.

Her fresh sensibility and talent for putting clients at ease led to a successful business and ample recognition in the media and within the photography industry. While growing her two Philadelphia-area studios into a national franchise, Laura was featured in Philadelphia Magazine, CBS Talk Philly, and Good Day Philly on FOX. Her entrepreneurial advice can be found in Working Mother, Entrepreneur, Inc., Design*Sponge, Forbes and Success Magazine.

Today Laura brings that same passion and drive to her role as a business strategist and coach, helping driven entrepreneurs scale up their revenue from a place of joy. She believes in creating businesses that help us find more joy in our lives, create joy in the lives of others, and to live out our purpose using our God-given gifts and talents towards a greater good. Laura lives in Southeastern PA with her husband, two sons and in her spare time enjoys growing online companies, Zumba fitness, smoothie making and playing with her drone.



Process of developing a **brand strategy**





Process of developing a brand strategy

- A. Clear mission, vision, values
- B. Understanding your market position and points of differentiation
- C. Having an easy-to-understand value proposition
- D. A brand promise and specific avatar that you are marketing to
- E. Consistent tone, messaging and identity designed to attract your ideal audience



+

○

+

**How to differentiate your brand story between
your targeted end user customers and
prospective franchisees for franchise sales**

+

○

○

+

○





Brand strategy: End user customers vs. Prospective franchisees

Your brand strategy should completely focus on your consumer or end user.



In terms of franchise sales, how can franchisors
create a **compelling brand story?**



THE SCIENCE OF STORYTELLING

As more brands make the move towards content marketing, cutting through the noise is more vital than ever before. But our brains are built to connect with compelling content.

IF

100,500

digital words are consumed by the average US citizen every day

92%

of consumers want brands to make ads that feel like a story.

60X faster

rate at which the brain processes images in comparison to words

THEN



Keep it short (and have a great title to grab readers' attention).



Deliver content that is linear and expresses a clear narrative.



Show, don't tell. Use images for more compelling content.

HOW STORYTELLING AFFECTS THE BRAIN

NEURAL COUPLING

A neural pathway exists in the brain that allows the listener to link the story to their own ideas and experiences. Referred to as a process called neural coupling.

MIRRORING

Listeners will not only experience the same brain activity to each other, but also to the speaker.



DOPAMINE

The brain releases dopamine into the system when a person experiences an emotionally charged event, making it easier to remember and with greater accuracy.

CORTEX ACTIVITY

When processing facts, two areas of the brain are activated (Broca's and Wernicke's) areas. A well told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.

THE ANATOMY OF USAGE FOR THE TOP CONTENT MARKETING TACTICS USED BY B2C BRANDS



A FORMULA FOR SMARTER CONTENT



Quality is a balance between working what you know and partnering with one of the top 20 content marketing agencies, using our model to help you maximize the writing and design.

Next, you need to determine how and where you will get your content in front of your audience. Consider several options, the digital address, key metrics for success and an accompanying content calendar to help guide your plan.

Retargeting is a paid search marketing strategy that allows you to reengage customers who are already interested in your products. It can aid in increasing brand recognition and encouraging repeat site visits.

70% of consumers say content marketing makes them feel closer to a business than any other marketing strategy, which is why 61% of brands with an already established presence with at least one content marketing strategy saw an 82% rise from the cost of traditional marketing.

SOURCES:
 New York Times, Your Brain on Fiction
 Buffer.com, What Learning is Doing Over Our Heads
 Content Marketing Institute, B2C Content Marketing Benchmarks, Budgets and Trends 2014-15, America
<http://www.contentmarketinginstitute.com/blog/2013/05/17/3-ways-to-help-your-content-mark-avoid-the-pitfall/>
<http://www.businessinsider.com/content-marketing-how-constant-help-keeps-ubertour-through-leadership-and-boards-2013-04-18/#2c2c2c>



How to tell a compelling brand story

It's important for franchisors to have a story selling strategy in place for consumer marketing, that can also translate into franchise development.

Why Our Brains Crave Storytelling in Marketing



Is your brand on or off track
with your **messaging**?



You know by your engagement, and the degree to which people are willing to do business with you.

- A. Tell People What You Do
- B. Define Who It's For
- C. Create an Expert Positioning Statement
- D. Write a Compelling Tagline
- E. Use These Elements as Brand Messaging
- F. Use your new brand messaging consistently: on your website homepage, as social media bios & even introducing yourself in real life



+

○

+

**How to develop compelling copy and
content to drive franchise sales**

+

short term & long term

+

○

○

+

○





How to develop compelling content to drive franchise sales

It's important to have your campaigns and content for your content sources mapped out at least a quarter in advance giving your audience 80% informational content and 20% call to action content.

Many brands just rely on brokers, paid traffic, or the occasional newsletter to stay in with their franchise prospects and consumer base, but the reality is that is the *most expensive way to market.*

80%

**INFORMATIONAL
CONTENT**

20%

**CALL TO ACTION
CONTENT**



+

○

+

How emerging brands should use their marketing dollars for franchise development

+

○

+

○

+

○



**CONSISTENT, CLEAR, COMPELLING
CONTENT**



+

○

+

Secrets to developing copy that can help smaller brands **differentiate** themselves

+

○

CREATING A COMPELLING BRAND PROPOSITION
FOR PROSPECTIVE FRANCHISEES

+

○





Differentiating yourself by creating a compelling brand proposition

Ultimately, your brand strategy for your consumer marketing will drive your franchisee marketing.

Good franchisees want to know how they will sell your product or service, which will ultimately drive franchise sales.



Brands that are **getting it right** and
brands that are missing the target





get FREE shipping on any 3+ cases!

water sunscreen subscribe to save our story

hint

Find a store hint rewards account

Caffeine without the calories.

Fruit-infused water + natural caffeine
= let's goooo!

buy 2 get 1
FREE

0 calories
0g sugar

380 calories
50g sugar

★ pumpkin
spice latte

Buy 2 cases of Hint Kick™, get 1 variety case FREE.
\$39.98 + FREE shipping

shop now

shop sunscreen

shop water

Helping this week

shop all

<https://www.drinkhint.com/>

Coca-Cola Journey

FRONT PAGE BRANDS OUR WAY FORWARD SUSTAINABILITY INNOVATION HISTORY

#CocaColaRenew • 2018 Sustainability Report • Commitment to Transparency • Product Facts (U.S.)

Water

By: Journey Staff | Jan 1, 2012

7 people like this. Sign Up to see what your friends like.

SHARE: Facebook Twitter LinkedIn YouTube Instagram Facebook URL RSS

ANOTHER SIP

Product Safety & Quality

The Coca-Cola Company Soft Drinks

Journey Staff Sports Drinks

EXPLORE JOURNEY

FOOD CULTURE BUSINESS

SPORTS JOBS BRANDS

SUSTAINABILITY INNOVATION

HISTORY

RECAP: MUST READ STORIES

All living things need water to survive. This remarkable compound makes up approximately 60% of the human body and is a nutrient that is critical to all bodily functions. While this universal ingredient is the foundation of all beverages and a fundamental component of numerous foods, there are many varieties when it comes to the water we drink.

Varieties of Waters

There are a number of varieties and types of water available. National governments have regulations for the various types of water that are sold on the market. The regulations specify the name that must be used for the water product, as well as requirements for safety, packaging and labeling. These definitions generally vary, country-to-country. The examples below illustrate various types of water sold in the United States.

<https://www.coca-colacompany.com/brands/water>





LIVE **WED 11/13** 2PM ET / 11AM PT

POSITIONING YOUR
BRAND
TO WIN AT
FRANCHISE
SALES

WITH CHARLES N. INTERNICOLA & LAURA MEYER



THE INTERNICOLA LAW FIRM, PC
FRANCHISELAWSOLUTIONS.COM
800.976.4904

