

The Brand Called YOU!!!

Free Bonus e-Book



What's Your "Main Thing"?

Look at your notes from the exercises you completed on pages 2-5. From that, break it down into 1-2 sentences the clearly and concisely describe the Main Thing that best describes brand YOU!

Example: "I help sales reps, sales leaders and business owners who want to sell more."

On my blog, I offer a catchier version of this: "Sales tips for the aspiring sales rock star."



Time Out! Remember that whatever you say and do consistently and repeatedly, over time, get associated with brand YOU. Repetition is the mother of brand so make sure you are always underscoring (not negating) your main thing!

Seek First To Understand!

The late Stephen Covey once said “Seek first to understand, then to be understood”

How well do you understand your ideal client?

Understanding your ideal client will help you to . . .

- 1) Craft questions to help you understand them better!
- 2) Deliver content that helps you show your ideal client that you understand them and have the expertise to help them.
- 3) Craft talking points for your meetings, presentations etc that show you ideal client that you understand them and have the expertise to help them!
- 4) Be more relevant to your ideal client.
- 5) Stand out from the “noise”!

One way you can understand your ideal client is by mentally firing yourself!

Don't worry, you can mentally hire yourself back once you're done with the exercises on the following pages!

Additional Places To Learn About Your Ideal Client

Meetings With Potential Clients: What questions are you typically asked when you meet with a potential client?

Inbox: What questions have you been asked via email? There might be a goldmine of questions that represent typical questions your audience has.

Other Sales Reps On Your Team: What questions are they being asked in meetings and via email?

Sales Managers: This would make a good topic in one of your future sales meetings. Ask your team about the questions they are typically asked.

LinkedIn Groups: When was the last time you stopped by a LinkedIn group and paid attention to the questions people are asking both as topics of discussion and within those discussions?

Online Industry Forums: What are the hot topics? What questions are people asking?

Trade Shows: Pay attention to the topics that are offered at industry trade shows if they offer break out groups. Many times, they arrive at those topics by polling their audience.

Note: When you attend the break out groups, pay attention to the questions people are asking.

Surveys: Send out a survey to your clients and ask what topics their most interested in and the 3 biggest questions they'd like to see answered.

Ask the person who handles the web leads for your company to share a list of typical questions.

Ask your blog readers to email or comment with questions they'd like to see addressed in your blog.

Don't have a blog? Ask the person who handles your company blog to do it and share the feedback with you.



Time Out! Know more about your ideal client than anyone else could ever know! Then demonstrate that knowledge and expertise!

The 7 Judgments

Whether you like it or not, you are judged by both potential clients and your existing clients.

How You Look

How You Act

What You Say

How You Say It

Where You Say It

With Whom You Say It

What Others Say About You

In order to become more intentional in your personal branding journey, let's take a look at each of the judgments.

Judgment 1 How You Look

People judge with their eyes first and there are a number of visual things that can make or break your personal branding efforts!

First and foremost . . .

Will you pass the *Google Test*? What would happen if a potential client Googled you right now?

Do you even exist?

Many buyers like the opportunity to check you out, anonymously and safely from a distance.

Here are a few quick things you can do to help transition from your Invisible Man/Woman status

- 1) Make sure you have profiles set up on the Big 4 networks (LinkedIn, Twitter, Google+ and Facebook (my suggestion would be to set up a Facebook Fan Page so you can focus on business while enjoying another opportunity for people to find you on Google.

Important Note About LinkedIn: Make sure you set your profile to “Public” so you can show up in Google searches.

Here’s how . . .

Move your cursor over **Profile** at the top of your homepage and select **Edit Profile**. Click the **Settings** icon next to the URL under your **profile**

photo. It' ll be an address like www.linkedin.com/in/yourname. Under the section **Customize Your Public Profile**, click “Make my **public profile** visible to everyone.”

Important Note About Google+ : Whether you like this platform or not, it might make sense to set up a profile anyway. Since Google owns the platform, they allow it to rank higher on Google searches.

And speaking of Google . . .

The same concept applies to YouTube since they own that platform too!

You should also set up a profile on about.me Its easy and free and will give you another search result.

You can also buy your name as a domain name.

So now that we've allowed you to be there when people look, let's talk more about this whole “How you look” thing!

Your social profiles: Are they complete? Do you have a professional, up to date photo and does that photo underscore your main thing?

I can't help but think of this question when I see photos of people holding a fish, a picture of their dog or cat or even no photo at all.

Everything you do **MUST** underscore your main thing!

There are also offline things that play in to this from how you dress to the look of your printed pieces.

How To Use Blank Cards To Help You Stand Out

I'm a huge fan of using blank cards in my ["sales mix"](#).

A blank card is simply a fold over card that has your company logo on one side and blank on the other side.

I designed mine to fit right in with the aspiring rock star motif you see in the header of my blog, my [business card](#) and my [capabilities PDF](#).

Here's a glimpse of the front . . .



The inside is blank so the card can serve several purposes which I'll share in a moment.

In some instances, I like to use a repositional glue stick to place my card on the inside of the card as illustrated below.



While my biggest use is for writing thank you cards, I don't stop there (which is why I don't like pre printed thank you cards . . . they limit you)

I use these to congratulate people inside my network when they are promoted or have taken on a new role.

Note: If you check out your local business journal, they usually have a section where they not only mention people who have been promoted, they mention people who just joined a specific company . . . Perhaps a congratulatory note on your handy dandy blank card might make for a way cool first impression?

LinkedIn Tip: LinkedIn will alert you when someone in your network changes positions. This could be a great opportunity for you to send a handwritten note wishing them well. Don't worry about this card getting buried in with all the others because they won't have any others!

I use them to introduce myself to someone that I'd like to consider [Castain Training Systems](#).

Note: The fact that I use handwritten envelopes helps inspire a little thing called "getting opened and read" I've even gone as far as purchasing cobalt blue envelopes which has helped as it resembles personal correspondence. And who the hell uses the word "correspondence" any more? Apparently I just did.

You can also use these as . . .

A "nice to meet you" reinforcement after a networking event.

A "nice to meet you" note to that person in your social network and by the way, counting your "nice to meet you" card, chances are they received one of these!

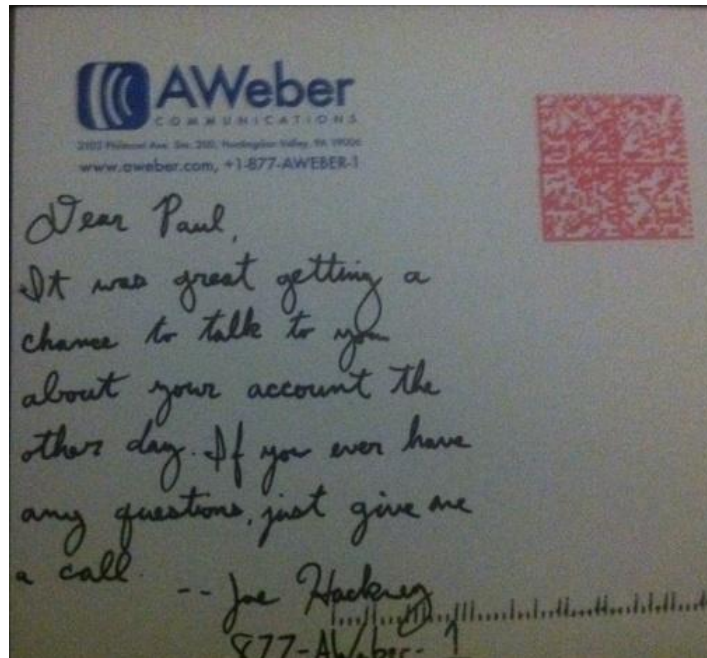
A "thank you" note to that person who didn't agree to an appointment but you'd like for them to remember you in a favorable light when you call back next time!

A friendly, written confirmation when you have no choice but to agree to call a prospect back next month. Every verbal agreement should always get a written confirmation!

Note: You do understand that the dude/dudette on the other end of that phone forgets about you the moment they hang up. Right?

A "thank you" note to the artist formerly known as "the gatekeeper" when they were particularly helpful.

A note from a customer service rep. Here's one I received from AWeber!



Being occasionally guilty of this crazy thing called “being human” I have used my cards to offer a handwritten note to reinforce that I’m sorry.

I’ll include a handwritten card with something I’m dropping off or FedExing.

Bottom Line . . .

Technology, as much as I love it, has brought the human touch to the point of extinction.

Perhaps the blank card is one small way, we can let our prospects and clients know that there is still a human looking after their best interests!

I would highly recommend that you add these to your arsenal . . . they will help you to stand out!

Screwing Up That Dress For Success Thing



Oh no. Another know it all sales trainer preaching some dress for success BS we've all heard a thousand times . . . think again sista!

Today, we're going to focus on the all too often neglected areas that seem to slip under the proverbial radar.

So, let's look at the dress for success thing as meaningless if . . .

Your breath is so bad it could start the windmill on an old Dutch painting.

Consider becoming one with an Altoid. Especially important if you will be engaging in close quarters combat like riding in a car together or talking close up at an event. Note: if people retract when you talk you may be guilty of "Death Breath" Also, if anyone ever says "Hey I'm bored, let's go brush our teeth" there's your sign!

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Your cologne/perfume arrives 10 minutes before you do and stays thru the new year.

I remember when I worked with my Dad making the mistake of bathing in some Emporio. He promptly invited me to “Shower it the hell off”. He felt it was a huge distraction and it wasn’t until I was on the receiving end of an over ambitious cologne enthusiast that I forgave my Dad for being a bit harsh that morning.

Your eyeglasses are so filthy your blue eyes have taken on shades of dirt.

There’s actually a simple cure. Pick up a small bottle of eye glass cleaner or wipes that they have designed for cleaning glasses. Keep them in your bag and viola (intentionally misspelled) you are ready to combat “Optical Skankosis”!

If your shoes look like you were on a construction site before the meeting.

The shoes are by far one of the biggest areas of neglect that I have seen. I’m assuming they are getting dirty between when people leave the house and arrive at appointments but we all know, there are some people that simply neglect shining their shoes. I’ll spare you the common sense moment on why you need to keep up on polishing shoes and focus, instead on how to keep them looking primo! My suggestion would be to carry some liquid shoe polish in your car for those touch ups. It will surprise you how often you will need to use it! For those of you in Metropolitan areas or who find yourself in and out of airports, why not drop the 5 bucks on a shoe shine? Not only do you get some spiffy looking shoes, you get to sit there on that throne like you are the master of the universe. How cool is that?

If you pull out some messy pad that you have to flip through 50 pages of “stuff” to get to a clean page.

I won't lie, this was me, not too long ago. I went out and bought a leather padfolio from Staples and fixed that one real quick. Just when I thought I had it figured out, a multi millionaire client set me straight on something else that was destined for a “Who'd a thunk it?” moment. He sat me down one day and said “Paul (they call me that back home), you wear nice suits, silk ties, monogrammed French cuff shirts, your shoes are always shined and . . . ” I stopped him right there and said “Michael, I'm not into dudes” After shaking his head in complete confusion, he continued “then you screw it up by using that 25 cent Bic pen!” Truth be told, I thought he was being snobby until I stepped back, lost my ego and realized that whether or not my pen was indicative of success, it certainly was a distraction. I upgraded to a nice Waterman pen so when I would ask people to sign, it made a better impression.

Fingernails: I'm not talking about manicured, I'm talking about nails that have accumulated enough dirt to fill in a pot hole!

Not a bad idea to keep a nail clipper in your trusty bag, unless, of course, you are striving for that “raised by wolves” look. This next one is tacky so I will avoid all preface and simply “go there”. In the summer months we can really sweat. It takes no rocket scientist to deduct that where there is sweat, there is at least the potential to become what specialists call “the smelly kid” Short of taking a “whore's bath” in your client's sink (and risking them calling you “lazy”), look into a travel size Fabreeze. Get in the habit of giving your jacket a quick once over. It kills odors without putting a heavy scent on your clothes.

Pop Quiz: You are visiting your prospect/client and are wrapping up a great meeting. They walk you to your car continuing a great

conversation. Would the inside or trunk of your car embarrass you? The only thing you can do if you screw up is to say the following (word for word) “Mr/Ms Prospect/Client, I’m afraid I can’t let you leave. You’ve seen too much!”

How about your computer bag? Does it look like it was dragged on the back of your car for the better part of the year? Don’t laugh, mine used to. I was clueless until a few of my teammates facilitated an intervention on my behalf. Once again they reminded me how distracting it was for them as well as the clients we visited. You know what gang, I knew better and there was simply no excuse for me to neglect something like that!

Do you show samples? Keep in mind that color fades over time and samples can just get plain old tired. I’ve even seen coffee stains, dog eared samples as well as out dated ones to boot!

We all have an important message to deliver worthy of our audience’s attention. We can’t afford to have distractions!

And just for the heck of it, I’m wondering if we pay close attention to the details if that in and of itself sends a message? Something to think about while you chew on an Altoid. 😊

Today, you are invited to be impeccable!

According to Malcolm Gladwell, in his book *Outliers*, it takes approximately 10,000 hours of practicing a particular skill set for us to achieve expert status.

I believe it takes far less time to be **perceived** an expert.

I remember when I first started on my personal branding journey, there was this dude all over social media who claimed to be a personal branding expert. At the time, he had about 10 minutes worth of experience.

What he lacked in experience . . . he made up for in **“showing up”!**

There’s this woman who comments in several of the LinkedIn groups in a very authoritative (and often argumentative) manner.

Over the course of the last few years, I’ve seen people compliment her on her background. Meanwhile, I see only 2 jobs listed on her profile and neither one lasted more than 14 months. She claims to have a training business and yet she has no website.

What she lacks in experience . . . she makes up for in **“showing up”**

How about all the **“Social Media Experts”**? I see them on Twitter positioning themselves as experts and yet they don’t reply to a single @ message from their followers. I even watched one **“expert”** completely berate a woman in a LinkedIn group and yet they offer advice on how to be **“social”**

And still . . . people are eating it up. Why? Because this person makes up for it by **“showing up”**

Here's the point . . .

If these 3 people, who obviously lacked their "10,000 Hours", made up for it by consistently "showing up" . . . what are you waiting for?

How cool would it be to marry your real, legit, battle field experience with the act of continually showing up to demonstrate it?

And just when I may have caught you in the act of a head nod in acknowledgment of this philosophy, let me ask you something . . .

Which is worse . . .

A false perception of expertise through the act of "showing up" or . . .

True expertise not realized because we fail to "show up"



Please allow me to continue to beat up the point with the same questions I've been asking you all along!

When it comes to your personal brand, what's your main thing?

In other words:

What do you want to be known for?

Be Synonymous with?

Stand for?

Excel at?

Your difference?

Now I'd like to continue peppering you with branding questions but there's a really important question. It's a question that might reveal a "silent killer" of sorts.

Are you Dis'n your main thing?

Just to be clear and to enable us all to attack this from the same perspective . . .

A "dis'n of the main thing" occurs when you do things that take you away from keeping the main thing, the main thing!

For example . . .

Your main thing is "dis'd" when you don't show up enough to position yourself. You know, you only jump on LinkedIn or Twitter when you feel like it. You blog or write articles on no particular schedule, you show up at networking events sporadically and you have no plan to continually demonstrate brand "YOU"

By the way, advertisers know that repetition is the key to the subconscious. You need to start leveraging that my friend.

Your main thing is "dis'd" on Twitter when you go over the top with the live tweeting of sports events and the whole foursquare "I just dethroned so and so as the king of pain in the ass at my local thing a ma jig" Don't get me wrong folks, I still stand by my philosophy that everyone has a story and wants to be heard, but go over the top with this stuff and you "dis" the main thing! And let's be honest, who the heck has a main thing of tweeting every football play the moment they are seen on the old flat screen?

Getting political, religious or just perpetually cranky will dis that main thing every time!

And perhaps the biggest “dis” to the main thing, is when you can’t clearly articulate your main thing at all and you think all this stuff just happens.

Remember, if you’re confused as to your “main thing”, your audience probably is to.

Want to dominate in your space this year?

Define your main thing!
Execute on your main thing

And . . .

Continually obsess, improve and adjust that main thing.

Just make sure you don’t dis it somewhere in the process!

Happy Branding

Judgment 3 What You Say

Take a look at your social profiles and ask yourself . . .

“Is what I’m saying underscoring my **MAIN THING**”?

Are you demonstrating your expertise, authority and thought leadership by sharing content?

Content can be a tip, a question, a resource, a link to something you authored, a study, a fact, a statistic.

Oh, and you don’t have to always create content, you can curate it meaning, you simply share something authored.

Example: After Session 1, I sent you a link to a personal branding article by Tom Peters. That’s an example of curating content.

Judgment 4 How You Say It

You can have everyone in a crowd saying the same thing but all it takes is one person, saying it differently to stand out from the masses!

In the training world there's a lot of technical terms and the message can oftentimes become clinical and stuffy.

One way I work my personal brand is by bringing a different "voice" the conversation.

How about you?

What's your voice?

The Power Of The “Kitchen Table” Test

Sometimes we’re so used to saying things, that we just aren’t aware of our message.

Actually, I was being kind . . .

Sometimes we’ve littered our message with things that humans don’t say! Kind of like when Dr Evil said “That’s not the kind of thing one dude says to another dude!”

In some ways, I’m talking about “marketing speak” when we say used and abused crap like “full service” “one source” “end to end”

I’m talking about the ridiculous “third person speak” many embrace when writing their LinkedIn profiles example “Paul has trained” Imagine me walking over to you and saying that? You’d have to think I was high!

I’m talking about horrible, force fed scripts some inside sales person has to spew and meanwhile, they’re uncomfortable.

Wanna know why?

Because people don’t talk that way!

I see it with certain professions where they feel a need to riddle their presentations with technical, jargony and almost clinical stuff!

That’s why you need . . .

The “Kitchen Table” Test

Take a look at ALL of your messaging and then ask yourself . . .

Is this something I’d actually say to someone if we were sitting at the kitchen table having a conversation?

Some things sound great in a board room or in a marketing discussion and even a sales meeting.

Then the reality check has to come when you realize . . .

People don’t talk that way!

Let’s stop with the charade and be who we actually are and not what marketing or even our industry has told us we should be.

The Brand Called “Nadia G”

“Nadia G” plays the character of kind of tough talking Italian (or Eytalian if you are from my side of the Joisey Turnpike)

During her cooking shows she’ll entertain you with some downright silly comments and she’ll interact with various characters to keep it interesting.

She even takes the microphone and kind of morphs into this “Punk Rock meets Eytalian Cooking Chick” type of thing.

As I said before . . . its silly . . . but . . .

That’s the point!

Its supposed to be silly and guess what?

Its also supposed to be different!

Want to know why?

Because there’s an overabundance of cooking shows!

Want to know why else?

Because there’s more than enough other shows competing for your attention?

A choice was made to be different!

I wonder if we face similar challenges with regard to . . .

Trying to stand out with our “audience” who’s more than a little bit distracted these days!

Now, I’m not advocating “silly” . . .

I’m just wondering if it might be time for us to give a little more thought to how we can stand out . . .

In a way that allows us to be true to ourselves and yet respectful to the audience we wish to “court”

Oh, and the time you spent reading this is typically more time than most of us spend thinking about our own personal brand.

How A Southwest Flight Attendant Said It Differently

I want to challenge you to take a look at the messages you're delivering on a regular basis so often that . . .

You have become used to them and you're either boring the heck out of the recipient or you're missing an opportunity to differentiate.

Do you or a member of your team ever have to give someone instructions on how to do something? Perhaps you are doing a demo, getting someone set up with their account etc.

[Check out this video](#) of a Southwest Airlines Flight Attendant and how he presented the flight safety instructions.

Note: Rapping instructions might get you fast tracked into the random drug test program but . . . is there a way that you could breathe some life into your instructions, directions or client training?
Could you remove some jargon and stuffiness?

Could you inject some humor?

Heck, how about a little more enthusiasm?

This might be your kazillionth bout with these instructions . . . its your client's first time. Don't ever forget that!

The Brand Called “Derek Hoffman”

Listen to what Derek has done with his voicemail by clicking the link below.

Derek’s Awesome Voicemail

The thing I like about this, is that Derek has injected “Brand Derek” into his company voicemail. The part that I find brilliant is that Derek has crafted it in a way that it smiles at his blogging efforts.

The Brand Called “Energy Brands”

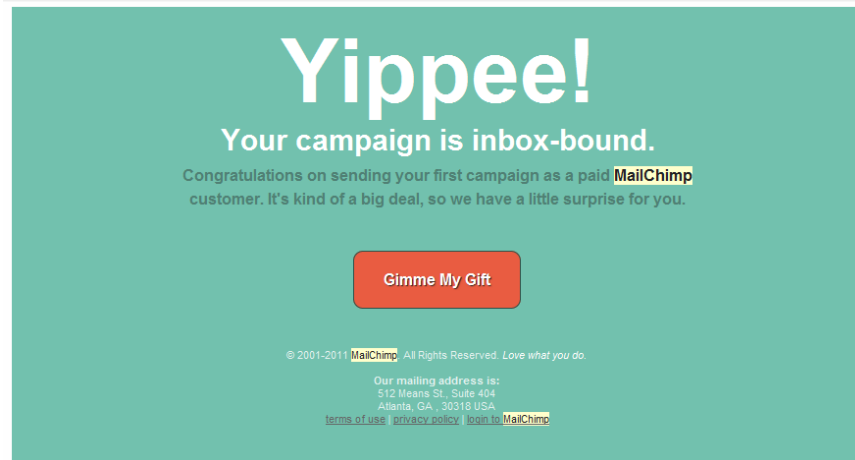
Energy Brands in New York used to have a very different automated switchboard.

It went something like this “For sales, press 1. For purchasing press 2, For accounting press 3 and if you’re still into Boy Bands, hang up immediately.”

This was one of many different messages they embraced via the switchboard and since they wanted to be known as a fun, non stuffy, non corporate type of company, they really underscored their main thing quite well!

The Brand Called “Mail Chimp”

When I did my first mailing campaign with Mail Chimp, I received a really cool email with this in the body of it



I clicked on the button and I’m promptly informed that because I sent my first campaign they are sending me a way cool T-Shirt with a monkey on it. Who the heck doesn’t like free stuff like that? Especially free stuff with monkeys. Monkeys are a riot!

So instead of sending me a “Thanks for your first order” email or card, they turned it into something festive. Quite frankly, I would have been happy just to be acknowledged as a customer but this took it up a notch!

What are you doing to acknowledge and welcome your customers aboard?

The Brand Called “Groupon”

When you unsubscribe from an email list, you typically hit unsubscribe, they acknowledge it and that’s about it.

Pretty standard stuff, right?

Not with Groupon!

When you unsubscribe to Groupon, [the following video](#) pops up giving you the option to punish the person responsible for pissing you off.

So what do you do when someone unsubscribes or even (dare I say) stops doing business with you?

Can you find a way to make it memorable or even . . . Make them second guess their decision?

Here’s the point folks . . .

You don’t have to do these things or even like them but . . .

You do need to understand that we have multiple opportunities each day to be like everyone else or . . .

Find our own way

To put our own personality and . . .

Breathe a little fresh air into messaging that typically bores the hell out of people.

Dare to be different!

How To Become More Believable To Your Potential Clients

Do you think prospects have a natural tendency to doubt sales people?

Do you think they might be a little nervous to take a chance on something new . .

even if you've clearly articulated the value you bring to the table?

Here's a thought . . .

Proving your words makes them harder to resist!

There are so many ways you can prove something when you are presenting your solutions . . .

Offer facts

Provide statistics and studies to back up your statements.

How about a good testimonial?

How about a video testimonial?

How about references?

A good old fashioned demonstration works too!

War stories rock . . . especially when you know when to use them.

Samples and demos can help seal the deal!

Screenshots anyone?

Who says so besides you?

That was one of the statements I learned when I worked for Dale Carnegie and I never forgot it. It's a great question to ask yourself during your pre call planning preparation!

Don't just prove it . . . Prove It Proactively!

Don't wait for someone to call you out on your statements or worse yet; sit there pretending to dig you when they actually think you're full of, well you know the rest!

Prove it to them **BEFORE** they ask!

Take the list I gave you above and transition into your evidence by saying something like . . .

“An example of that would be (insert way cool example here)”

Judgment 5

Where You Say It

Are you showing up in the places where your ideal client hangs out?

What if you had an article published by a respected industry publication or blog?

How about giving a speech for a well known and respected industry group?

These things can and WILL be a part of how you're judged by your ideal client.

Spending time in political or religious groups in full view of your network could absolutely play into someone's judgment.

Remember, the main thing is to ALWAYS keep the main thing, the main thing!

Are you?

Judgment 6

With Whom You Say It

This is very similar to the last judgment but more individual.

What if I were hanging out, online with a someone who was combative and an overall jerk?

Could I be judged a combative and a jerk simply by association?

The Brand Called “Marcus Sheridan”

One of the many awesome things I think Marcus Sheridan does right is aligning himself with other influencers.

An “influencer” is someone who sells to or simply addresses your ideal client and is highly regarded and trusted.

From the very beginning, I noticed Marcus going out of his way to rub elbows with people with influence.

You’d see him commenting on their blogs.

Retweeting and engaging with them on Twitter.

Taking the time to write them personally (I know this because I was the recipient of several of his emails)

Note: His message was never about him, it was always in making the influencer look like a bigger rock star.

Little by little you would observe Marcus interacting with these influences more and more.

The next thing you know, he was being interviewed by many of them.

He was a guest blogger on many of their blogs (including mine)

And aside from the guy being talented, the judgment was basically “If he’s hanging out with and obviously accepted by thought leaders, he’s probably a thought leader too”

Judgment 7

What Others Say About You

Testimonials are really important to our success (online and offline) because it helps answer the question “Who says so besides yourself?”

Are you asking for them.

Tip: Next time your client tells you that you saved the day say the following . . .

“Do me a favor and grab your phone right now and email me what you just said. Because once you do that, I can continue to attract other cool clients like you. I’ll wait while you do it now.”

Tip: 3-4 times a year, add a PS to your auto signature to help generate testimonials.

Example “ PS Have I been exceeding your expectations? If so, please reply to this email with a brief testimonial”

It’s also important that you ask your clients via LinkedIn as well.

This way when people check you out via LinkedIn (and they will) you now have some great “evidence” to help move them to your side of the fence!

Some Ideas On How To Use Your Testimonials

- 1) Put a few on a bio sheet and include this page in with your proposals.
- 2) Create a page for your proposals that reads “What real people are saying about (your name)”
- 3) Same as above but do this as a page on your website.
- 4) Consider making this a part of a packet you FedEx before each of your meetings. I talk more about this idea [HERE](#).
- 5) Include a few in the body of your LinkedIn profile.
- 6) Why not have a client or two do a video testimonial like Richie DeMarco did for me. Check it out by [clicking HERE](#).

One more thing to consider when it comes to testimonials . . .

If you don't ask, you don't get!

Consistency

Would you consider having a relationship with someone who appears in your life for 10 days then disappears for 5 weeks, then reappears for 2 months and gone for 7?

Make sure you are consistent and show up regularly in your online courtships!

Congruent

The 7 judgments have to be congruent and support each other not negate each other.

Example: “If my main thing is “I help sales reps, sales leaders and business owners sell more” but you always see me online arguing politics and tweeting about the last night’s Yankees game, my efforts are not in alignment.

How about you, are your efforts in alignment?

Oh, and just in case you need to hear it again . . .

Whatever you say and do, repeatedly and consistently become associated with brand YOU!

Repetition is the mother of brand!

