Building a sustainable training brand (in 15 minutes)

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Everyone wants a killer ad...

“One ad to rule them all, one ad to find them, one ad to bring them all and in the darkness bind them”
you can’t afford a killer ad
you need a simple branding system
A brand you can develop, manage and ... promote
( to become a love marque )
(1. infinite branding & promotion model)
target
market

position
(& price)

product
(experience)

promote

people
EMPOWERING YOU TO EXCEL

Calculated 

of your 
product 

the real 
position 

promote 
constantly 

all your 
people 

Profitably 

tppppp model
( 2. hedgehog concept model )

Jim Collins - Good To Great
the 3 circles

What you are deeply passionate about?

What you can be best in the world at?

What drives your economic engine?
( 3. branded culture model )
EMPOWERING YOU TO EXCEL

**vision**
What do you want to be remembered for?

**mission**
What do you do every day in every way?

**values**
What do you use to guide your way?
( 4. brand position model )
brand position

position
How are you different from the competition?

promise
What is in it for your customer?

advantage
What other special advantage do you enjoy?
Brand position differentiation

It's a competitive market place, so differentiate or...

die
The power of a brand is inversely proportional to its...
brand repetition

When you are bored with your brand it is finally getting... traction
brand reliability

Everything is branding and branding is... everything
You are a brand... & a brand champion
( thank you )

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