



**LIONHEART**  
LEAD WITH PRIDE

THE LIONHEART LEADERSHIP PLAYBOOK: BRAND

## DIE-HARD FANS

*Focusing On Your Loyal (And Unpaid) Salesforce*



**If I say the name "Volvo", what one word immediately comes to mind?**

When I ask this question to business owners, the majority of them respond with: Safety.

If we asked your clients for one word to describe your business, what would they say?

What would you want them to say?

If you don't know, you need a brand strategy.

**A business with a focused brand strategy will gain:**

1. A passionate, loyal following that delivers repeat business and referrals
2. Time; previously wasted chasing the wrong clients
3. Quicker and more aligned decisions to optimize marketing and advertising

## So... What is a Brand Strategy REALLY all about?

When you ask anyone if they like vanilla ice cream, more often than not, you'll get an underwhelming "yes". Now, if you ask them what their favorite flavour is, be prepared for a mouth-watering Pavlovian response as they excitedly declare their summer-time vice. Challenge their choice and get ready for a heated debate.

Same holds true for brands in business. Many companies try to appeal to EVERYONE (i.e. the vanilla ice cream strategy), especially in the early days when revenue is scarce. It's simply too hard to say no. However, over time, the impact of this reactive approach is struggle and failure to make a deep and loyal connection to ANYONE. The result: a lackluster fanbase, unwilling to proactively promote or fight to defend the company's products or services.

This is why developing and documenting a Brand Strategy is so critically important. Brand is all about focus and getting crystal clear on what you want to be known for, and what you don't.

The Die-Hard Fans Workshop is an interactive 1-day experience designed to help you cultivate a focused external expression of your internal culture that can rally die-hard fans and ultimately turn them into walking billboards and brand ambassadors.

### What Are Your Pain Points?

- Have you ever said "yes" to revenue, even though your gut was telling you not to deal with a specific client or project?
- Are you afraid to be polarizing? If the answer is yes, are you clear as to why?
- Have you consciously chosen your brand strategy, or subconsciously accepted the position your competitors have left for you?
- How connected are your internal culture and external brand?

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### What Are Your Gain Points?

1. Greater Revenue – Like "Final Four" tickets on the secondary market, diehard fans are willing to pay more
2. Increase Customer Loyalty – Die-hard fans are in it for the long haul and more readily accept new products or services
3. Ease of New Business – Die-hard fans are an unpaid salesforce and a great source of referrals

If you've invested in the Winning Team Workshop, this is a natural and logical extension because brand, like culture, touches every aspect of your business.

**Ready to cultivate your own die-hard fans?** Join an upcoming Group Workshop or sign up for Private Coaching at [bealionheart.com](https://bealionheart.com).