

How Fans and Brands are Made

What is a fan?

A fan is someone who is emotionally connected to something. Fans are most often associated with sports teams and music.

When your team wins, you feel great.
When they lose, it can impact your day.
In music, when you hear your favorite song or band, you feel something deep inside.

In both cases, what is it that you're feeling?
It's connection.

In business, this connection is called brand engagement.

Making Fans of Your Business

To bring the fan making power of sports and music to your business, you need to deliver a great experience. Experience is where businesses and brands make personal connections with the marketplace.

But what about your product you say? Can't what I sell make fans?

If you're selling a product, I don't believe what you sell can make someone a fan of your business. Good products create fans of an industry, great experiences create fans of a business within an industry.

Products are at a disadvantage when it comes to making fans because they are paid for. When people get what they paid for, they don't feel wow.

Having said that, your product has to be good, because it is the foundational promise of every marketplace relationship.

The X-Factor to Delivering A Fan-Making Experience

The secret to delivering an experience that can make every person a fan, is to make them feel valuable. Feeling valuable is the number one emotion people can feel (and it's greatly missing today).

So how do you make someone feel valuable?
First, you see people as people and not as customers or staff.
Second, you focus on their success first and not yours.
The term for this is servanthood.

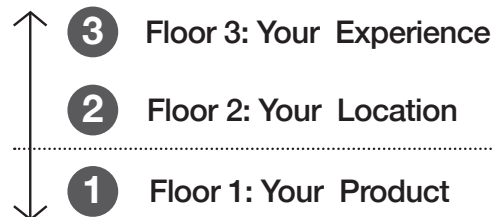
Focusing on customer success and not the sale, can turn buyers into lifetime referring customers.
Focusing on staff success together with company success can create an environment of higher company performance and lower turnover.



*Don't climb the ladder to the top,
take the elevator.*

Take the Brand Elevator

To make fans and become a top brand, ride the brand elevator.



You start on floor one and move up to the floor above when the floor you're on is good.

Floor 1, is about having a good product. On this brand floor, your good product gets you to even with customers because what you sell gets paid for. This is the floor average brands exist on.

If you have a good product, you can go up to Floor 2, Locations. This floor is about making sure every place someone can meet your business matches your price and creates the "Yes, I want to buy from you" feeling.

Floor three, experience, is where you make fans and create the "Yes, I want to buy again" feeling. This is the floor high brands live on.