

How do you make your generic product or service stand out in the mind of your customers?

Think of Starbucks. They have branded everything such as the size of the cup and the server. Partly as a result, they are in a separate universe when it comes to coffee shops. They price their drinks 4-10 times what you would pay at 7/11.

You can increase customer recognition and differentiation by coining branded terms for your business. Below is a list of areas where you could brand your company. Generate 1-3 word phrases for as many as you can. Don't be afraid to take risks. Anything goes in this brainstorming.

Examples:

1. Products (*iPhone, Apple Watch*)
2. Services (*ApplePay, CarPlay*)
3. Process (*Brick – Apple's aluminum unibody manufacturing process*)
4. Playbooks (*Summit Journey*)
5. People (*Groovers – the associates of the Groove Commerce eCommerce agency*)
6. Steps in your sales process (*Summit Audition*)
7. Productized services (*AppleCare*)
8. Operating System (*Apple's watchOS*)
9. Company Traditions (*Optimal Network's Blue Jacket awarded for 10 years of service*)
10. Office layout (*Apple's Infinite Loop*)
11. Company Events (*"Spirit Day" – Optimal Network's employee, client and family event*)
12. Product launches (*Nike's "The Ten" collection and Under Armor's "Unlike Any"*)
13. Job design (*Atlas Home Energy Solution's "Net Zero Developer"*)
14. Meetings (*weekly: Tank Tactical, daily: Pressure Release, 911 Express*)
15. Training (*Sales Mastery*)
16. Customer service activities (*Genius Bar*)
17. Etc.

Your Ideas:

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