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# BUILDING THE BRAND TRIFECTA®

CREATE BRAND CONVERSATIONS  
THAT CONVERT



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## The Brand Trifecta®

The Brand Trifecta® methodology enables you to develop a brand message that resonates at a heart-level with your prospects and authentically compels them to take the next step and buy.

### The Brand Trifecta® Formula:

- **Tagline:** What you do
- **Value Proposition Statement:** How you solve your customer's deepest heart pain/problem
- **Differentiator Statements:** How you are different and better than the competition
- **Tagline + Value Proposition Statement + Differentiator Statements = Conversion Moment**

### Tagline:

- First line of defense in any brand conversation or interaction with prospects
- Articulates the promise of what you do and/or what someone will experience
- Short and precise phrase (maximum of 5 - 6 words), not a full sentence
- Bold and confident while being accurate, versus being pretentious or cocky
- Provokes a response from your prospects...*"Really? What do you mean by that?"*

### Value Proposition Statement:

- Expounds on your Tagline by articulating the value you deliver
- Answers your prospect's initial question...*"Really? What do you mean by that?"*
- Articulates how you solve your target audience's deepest-level heart pain
- Creates the "You get me!" moment prospects desperately want
- Compels a critical comparison moment that prospects must have to convert

### Differentiator Statements:

- Articulates how your brand is different and better than the rest
- Not a full list of features/benefits - macro level (maximum 3 - 5 bullet points)
- Speed, delivery model, proprietary approach, unique technology, level of service...
- Addresses the critical comparison moment prospects need in order to convert
- Brings prospects to the point of conversion where they want to know the details

### The Buyer Psychology:

- Until prospects hear/see The Brand Trifecta®...they are NOT ready to know the details!
- Conversion moment happens AFTER they fully understand The Brand Trifecta®
- This brand messaging model creates a natural content hierarchy
- Opens the door for story-based, product-based, and service-based content
- Allows qualified prospects to self-select into the buyer journey on their own terms

### Final Points to Consider:

- Address product/service details (features/benefits) after The Brand Trifecta®
- Incorporate storytelling and long-form content after The Brand Trifecta®
- Write the message in your brand's authentic tone of voice and personality
- Leverage key language and message concepts that are already working



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### Brand Trifecta Examples

The following Brand Trifecta® examples each have unique target audiences and tones of voices. Take note of the variety in sentence structures, punctuation, and word choices that correlate to each brand's target audience(s) and overall purpose of the message.

#### Tax Services Provider (B2B)

**Target Audience:** Busy CEOs of companies with \$1 - \$10 million in annual revenue who don't have the time to manage their taxes anymore.

- **Tagline:** Making Tax Compliance Effortless
- **Value Proposition Statement:** Tax is a major priority for your business, but it doesn't need to be a major part of your day. Protect your credibility, relationships, and profits with worry-free tax consulting.
- **Differentiator Statements:** We remove the hassle of navigating the ever-changing tax landscape. Here's how:
  - **Accountability.** We build a trusted relationship that ensures we can take your tax needs fully off your plate, so you don't have to worry about it.
  - **Partnership.** We're as concerned with supporting your current and future business goals as we are about following process and procedure.
  - **Investigation.** We find the answer for the most complex situations and figure out exactly what you need to do so that you are protected.
  - **Expediency.** We are an experienced and agile team that leverages proven processes and technology to get things done in a timely manner.

#### Non-Profit Consulting Services (B2B)

**Target Audience:** Business C-suite teams of large non-profits who cannot fulfill their mission if they don't have the right solutions to drive impact.

- **Tagline:** Empowering Nonprofits to Deliver on Their Promises
- **Value Proposition Statement:** You exist to change the world - and you deserve a partner who is committed to helping you make it happen. Lead the way with the right strategies to transform your organization, drive philanthropic revenue, and realize your impact.
- **Differentiator Statements:** We understand that the nonprofit space is constantly evolving and that you must also evolve to achieve your goals. We are committed to helping you excel through change and fulfill your mission.
- **The ABC Company Difference: Serving Organizations That Solve the World's Challenges**
  - **We Lead with the Truth.** Everything we do starts with data. We seek to understand your current state in order to systematically craft the right roadmap for your success.
  - **We Bring More to the Conversation.** Our capabilities extend beyond fundraising. We provide solutions that ensure your strategic, technical, and functional needs are met.
  - **We Deliver On Our Promises, Too.** Delivering exceptional outcomes is all we know. We take a structured yet agile approach to ensure you reach and exceed your goals.



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### Subscriber Retention SaaS Product (B2B)

**Target Audience:** Customer Success leaders of mid-size subscription services companies who need a way to stop losing so many subscribers.

- **Tagline:** Subscriber Retention Done Right
- **Value Proposition Statement:** When it comes to revenue growth, a high churn rate is like filling a leaky bucket. Stop wasting time and money on patches. Start saving dollars and customers by upgrading your bucket.
- **Differentiator Statements:** The Retention Platform That Pays for Itself
  - **The Easiest Set Up.** We are built to be a seamless, user-friendly, and low code solution that your development team can seriously implement within days versus months.
  - **The Most Integrations.** We easily integrate with Stripe, Chargebee, Paddle, Recurly, and Bold, as well as the following CRMs: HubSpot, Salesforce, Intercom, and Segment.
  - **The Best Optimization.** We give you a whole host of incentive options, A/B testing capabilities, survey components, customer segmentation, and reporting insights.
  - **The Smartest Support.** We match you with a dedicated retention expert who is there to personally support you through initial implementation and ongoing optimization.

### Partner Operations SaaS Platform (B2B)

**Target Audience:** Heads of Partnerships for fast-growing SaaS brands who need a single platform to manage all of their partnership operations.

- **Tagline:** The Partner Revenue Growth Platform
- **Value Proposition Statement:** When it comes to a PRM—you don't need features. You need results. Leverage the only platform that automates partner operations - all so you can focus on what matters most - growing your partner revenue channel.
- **Differentiator Statements:** Meet ABC: More than a PRM - a True Partner Revenue Growth Engine.
  - **BUILT** by partnership leaders for partnership leaders. We've lived the chaos of juggling 20+ jobs with zero resources. ABC gives you the tools, operating systems, and execution support you need to get the job done with excellence.
  - **DESIGNED** to make partner revenue truly scalable. We don't just make it easier - we make it work. ABC automates the critical workflows that drive partner-sourced revenue, helping you go from reactive to repeatable - faster than ever.
  - **DEVELOPED** to be ridiculously easy to use. We help you scale results without scaling the work. ABC streamlines even the most cumbersome partnership processes through an intuitive and user-friendly platform experience.
  - **CREATED** to deliver an outstanding partner experience. We give partners what they need, when and where they need it. Euler keeps your partners informed, engaged, and equipped - without forcing them to log in or chase you down.
  - **ENGINEERED** to make partner data work for you (finally). We turn fragmented partner data into actionable insights. Euler captures every activity across your partner ecosystem, enabling you to make smarter, faster decisions that drive growth.



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### **Shoe Retailer: In Store and E-Commerce (B2C)**

**Target Audience:** 30 - 50 year-old women with a middle-class income who are dealing with foot pain and want shoes that are both stylish and comfortable.

- **Tagline:** Confidence In Every Step
- **Value Proposition Statement:** When it comes to style and comfort, you don't have to compromise. Get on your feet and go where life takes you.
- **Differentiator Statements:** The ABC Difference - The Right Pair Every Time
  - **Service.** We are committed to providing a welcoming environment every time you shop.
  - **Selection.** We curate hundreds of brands and thousands of styles from around the world.
  - **Sizes.** Our fit experts take the time to help you find footwear that looks and feels great.

### **Wedding Flower Retailer: E-Commerce (B2C)**

**Target Audience:** Brides ages 25 - 50 years old who need well-priced DIY wedding flowers that are fresh, easy to assemble, gorgeous, and capture their vision.

- **Tagline:** Breathtakingly Beautiful. Unforgettably You.
- **Value Proposition Statement:** You deserve to have flowers worthy of the most iconic moment in your life. Create the wedding of your dreams with stunning farm-fresh flowers.
- **Differentiator Statements:** The DIY Flower Experience You've Been Waiting For
  - **Expertise.** We are industry leaders and have mastered the process of curating wedding flowers from the farm to your arms for more than 20 years.
  - **Selection.** We offer the largest variety and availability of fresh flowers online - all sourced from more than 350 partner farms around the world.
  - **Quality.** We ensure your flowers are hand selected for the optimal bloom, color, and peak time so they look beautiful on your big day.

### **Specialty Dental Products Retailer: E-Commerce (B2C)**

**Target Audience:** Dentists and dental hygienists who need a one-stop shop to buy minimally invasive periodontal management products.

- **Tagline:** Transforming Dentistry, Transforming Care
- **Value Proposition Statement:** Status quo treatments simply don't allow you to effectively solve for chronic disease. Practice at the top of your license with leading-edge specialty products that enable you to deliver optimal patient experiences and clinical outcomes.
- **Differentiator Statements:**
  - **Industry-Recognized Leadership.** We're not just suppliers, but innovators and pioneers. We actively partner with clinicians and institutions worldwide to shape the solutions we deliver to you.
  - **Innovative Treatment Solutions.** Choice and confidence are at the heart of our offerings. Our robust product portfolio empowers you to make the right care decisions at any treatment stage.
  - **Streamlined Education Approach.** We make it seamless to integrate the latest technologies. We deliver the personalized training you need to effectively provide the highest standard of care.



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## Writing The Brand Trifecta

The Brand Trifecta® is the top-level brand message for your organization and can also be developed for audience-specific or sector-specific messaging. Before writing your Brand Trifecta, you must take note of your brand's tone of voice, as well as understand the bottom-line heart pain(s) you solve for your target audiences. These two pieces of information are critical for developing an authentic message that creates the "you get me" moment for prospects, versus merely speaking to the features/benefits of what you offer.

As you write, it is very common to uncover a variety of phrasing that you like, and which you may wish to incorporate into your message. Take note of these concepts somewhere. Often the final wordsmithing phase of brand writing requires moving the language "puzzle pieces" on the board, to see which words and phrases go best where, to create the most compelling and best-flowing message.

A final note: although your Tagline is the first line of defense in your Brand Trifecta, this will be the last thing you write, because it becomes apparent once you have written the rest of your message. To start, you will write your Value Proposition Statement, which speaks to the bottom-line heart pain you solve for your target audiences. This statement above all others should create the "you get me" moment with prospects.

### Value Proposition Statement Draft

There are numerous Value Proposition Statement structures in the English language. The most impactful structure consists of two statements, a Pain Statement and a Call-to-Action Statement, which create a single train of thought that directly speak to the bottom-line heart pain you solve for your audiences.

The Pain Statement highlights the problem your target audiences are experiencing, and this statement should fill in the blank after a fake prompt of, "The reality is..." The Call-to-Action Statement directly speaks to how your target audience should solve that problem and follows the structure of, "Therefore, do this so you get that." The combination of the Pain Statement and Call-to-Action Statement creates a complete Value Proposition Statement which creates the "you get me" moment for prospects.

#### Pain Statement: (The reality is...)

#### Call-to-Action Statement: (Therefore...)



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## Differentiator Statements Drafts

Differentiator Statements are the third component of your Brand Trifecta®, and they clarify how you are different and better than the competition. The structure of Differentiator Statements is broken into two pieces: a catch word or phrase, followed by one or two supporting sentences that expand on that concept.

Focus on developing a set of no more than 3 - 5 Differentiator Statements versus trying to speak to the multitude of features and benefits that your product/service offering(s) may provide. Keep each catch word or phrases similar in length and tone, as well as the supporting sentences. This will ensure that your Differentiator Statements flow well and are easy to understand as a unified set of statements.

A final note: depending on your brand's target audiences and tone of voice, you may choose a single catch word versus a longer lead-in phrase. You may also opt for shorter versus longer supporting sentences. Choose the structure and language that most authentically sounds and seems like your brand, and which will most accurately speak to how your organization is different and better than the competition.

### Differentiator Statements:

Catch Word / Phrase	Supporting Sentence(s)
1.	
2.	
3.	
4.	
5.	



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## Tagline

Your Tagline is your first line of defense in any brand conversation and should speak to the promise of what your brand does. There are six common Tagline structures in the English language, as shown in the chart below, with each structure incorporating a focus word/theme to create a Tagline variation.

It is best to create numerous Tagline options by experimenting with different word combinations and structures. Create a list of 5 - 10 focus words/themes that capture the value you deliver, and incorporate each into its own respective set of six Tagline variations. The outcome should be 30 - 60 Tagline variations. Narrow down your list to the Tagline that works best with the rest of your Brand Trifecta.

A final note: there are often differences in Taglines for B2B and B2C brands. Taglines for B2B brands directly speak to what the organization does, as this is what a business prospect wants to know. Whereas end consumers want to know the promise of who they will be or the experience they will have with your product. Therefore, Taglines for B2C brands can often be more nebulous by speaking to this promise.

### Example Tagline Variations:

Focus Word or Theme: <i>Tax Compliance Should Be Effortless</i>	
Phrase Starting with a Gerund	Making Tax Compliance Effortless
Phrase Starting with a Verb	Make Tax Compliance Effortless
Phrase Starting with a Noun	Tax Compliance without the Effort
Phrase Starting with an Adjective	Effortless Tax Compliance for Your Business
Two Words. Two Words.	Effortless Compliance. Improved Profitability.
Word. Word. Word.	Compliance. Profitability. Growth.

### Tagline Variations:

Focus Word or Theme:	
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Phrase Starting with a Verb	
Phrase Starting with a Noun	
Phrase Starting with an Adjective	
Two Words. Two Words.	
Word. Word. Word.	



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### Final Brand Trifecta®

Tagline:

Value Proposition Statement (Pain Statement + Call-to-Action Statement):

Differentiator Statements:

Catch Word / Phrase	Supporting Sentence(s)
1.	
2.	
3.	
4.	
5.	



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## WORK WITH KATE

TO BUILD A BRAND THAT DRIVES REVENUE

*In only 4 - 8 weeks and for a fraction of big agency prices!*



## THE BRAND REFINEMENT PROGRAM

STARTING AT \$15,000\*

This collaborative program will enable you to develop a Brand Trifecta® message that is that path of least resistance to revenue for your organization. All outcomes can be leveraged across your sales and marketing channels to ensure consistency of your brand as you engage with prospects, customers, and partners.

**Program Deliverables: *Project completion between 4 - 8 weeks***

- Articulation of your brand's tone of voice, personality, and archetypes
- Refinement of the values and needs for your top target target audiences
- Enhancement of your Vision Statement, Mission Statement, and brand values
- Development of your Brand Trifecta®: Tagline, Value Proposition Statement, and Differentiators
- Creation of core positioning statements for your product and service offerings
- Articulation of supportive content, such as proprietary approach or methodology (as needed)
- Construction of elevator pitches, social media bio, short-form bio, and long-form company bio
- Creation of an implementation plan to deploy your brand across sales + marketing channels

\*Program can be customized and expanded to suit your organization's unique messaging needs, such as developing additional Brand Trifectas for multiple audiences/sectors or product/service offerings.