

# INTRODUCING THE BRAND BUCKET<sup>®</sup> MAN HE MAKES YOUR MARKETING WORK

## Take The Brand Bucket<sup>®</sup> Business Masterclass

*Successful business owners are on a journey and like all journeys they use a map to guide them...*

The most common reason for 4 out of 5 businesses failing is that they have no such map, no business plan, no marketing plan, no core value proposition, no idea which are the most cash generating areas of their business and correspondingly the most profitable.

If you are missing any of these in your business then The Brand Bucket<sup>®</sup> Business Masterclass is for you. After an intensive two days you will walk away with everything you need to build success into your business. Plus you get 12 months personal mentoring support to keep you on track.

## Timetable

### Night before

<b>Arrival</b>	Feel free to arrive any time after midday to enjoy the Spa or a round of golf (it is recommended you book a tee off time in advance)
<b>18:00 - 20:00</b>	Welcome and Introduction
<b>20:00</b>	Meet and dine with delegates and team

### Day 1

<b>09:30 - 09:45</b>	Introductions
<b>09:45 - 12:00</b>	Value Proposition Workshop
<b>12:00 - 13:00</b>	Introducing the one page business map
<b>13:00 - 14:00</b>	Lunch
<b>14:00 - 16:00</b>	Writing your own one page business map
<b>16:00 - 17:30</b>	Review of your one page business map
<b>17:30 - 19:00</b>	Creating a marketing action plan
<b>19:00 - 19:30</b>	Review of day
<b>20:00</b>	Dinner

### Day 2

<b>07:30 - 08:15</b>	Breakfast
<b>08:15 - 12:30</b>	Value Proposition debriefs
<b>12:30 - 13:30</b>	Lunch
<b>13:30 - 15:00</b>	The prospect psychographic profile
<b>15:00 - 17:00</b>	Finishing the business plans
<b>17:00 - 17:30</b>	Review of day

### Value Proposition Workshop

This 3 hour session will reveal all of the values that will underpin:

- How you behave as a business
- What are the benefits of your business
- How people should describe you
- A differentiating core

During the afternoon a team will analyse your business and **create a value proposition** for debriefs the next morning in the form of a Brand Galvaniser<sup>™</sup>. This **tool is fundamental** to successful business development. Over 400 businesses from FTSE to start up have gone through this workshop over the last 18 years.

### The one page business map

Over 80% of businesses that fail have no business plan. You won't be one of those when you leave the Business Masterclass.

During the session you will develop your own **individual one page business map** encompassing your company's vision, strategy, plan and financial plans. In this session we will define your **business objectives** and your **key performance indicators**. Most important of all we will define your destination - your one number. This tool will guide your business to exactly where it should be.

### The psychographic profile of your target market

Marketing has fundamentally changed over the last 10 years. The loud hailer approach of **broadcast media no longer works** because **the consumer is in control**. Knowing how to talk to them, to engage with them and to nurture them, relies on a whole new way of thinking about your target market. The psychographic profile session will enable you to define **your perfect prospect**. A fun and creative session involving scissors and glue, you will be amazed at what you get from this, enabling you to focus your messages on the right audience and **reduce waste in your marketing**.

### Your own marketing action plan

During this session we will take a close look at your **current marketing activities** and we will put together a simple, effective **action plan**. This will minimise your marketing budget waste and **maximise your sales**. You will also learn how to apply The Brand Bucket<sup>®</sup> methodology directly into your business.

make your marketing work





## Your guide

Barnaby Wynter has over twenty five years experience of getting to the core values of brands both big and small.

The Brand Bucket® underpins a methodology first created in 1985 for SAAB and used every day since to create marketing support for over 2,500 products and services and forms the basis of everything you'll learn.

Barnaby will be available at the end of a phone or via email for 12 months following your Masterclass.

The masterclass will take place at Eastwell Manor in Kent. Included in the cost of the masterclass are two nights stay at the hotel with breakfast, lunch and dinner.

**The Brand Bucket Business Masterclass is limited to 5 business owners only.**

To book your place on The Brand Bucket® Business Masterclass, please contact us via any one of the methods below:

The Brand Bucket Company  
T: +44 (0) 845 130 3996  
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[www.thebrandbucketcompany.com](http://www.thebrandbucketcompany.com)

## About the venue

Quality without compromise, peaceful seclusion; this is the Eastwell Manor experience. Step over the threshold and be welcomed by warming log fires and discreet service.

The magnificent panelled reception hall which leads through to the luxurious drawing room, bar and dining room all overlooking the beautifully manicured lawns set in the Garden of England, an amazing setting to begin the transformation of your business.

We look forward to you joining us there.

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