

THE POWER ADVANTAGE

CUSTOMIZE YOUR MESSAGE BY ADDING ONE OF THE FOLLOWING TACTICS

POWER + INNOVATION

Spark entrepreneurial spirit with messages that are:
INVENTIVE • UNTRADITIONAL • SELF-PROPELLED

POWER + PASSION

Inspire participation with messages that are:
MOTIVATING • SPIRITED • COMPELLING

POWER + PRESTIGE

Compete to win with messages that are:
AMBITIOUS • FOCUSED • CONFIDENT

POWER + TRUST

Build loyalty over time with messages that are:
PROMINENT • GENUINE • SURE-FOOTED

POWER + MYSTIQUE

Win strategically with messages that are:
METHODICAL • INTENSE • SELF-RELIANT

POWER + ALERT

Jumpstart urgency with messages that are:
PROACTIVE • CAUTIONARY • STRONG WILLED

Power Advantage Pillars

Whether you're a global brand or a local startup, you can speak the language of confidence. You don't have to wait to be asked for your opinion. Power is the means to the end.

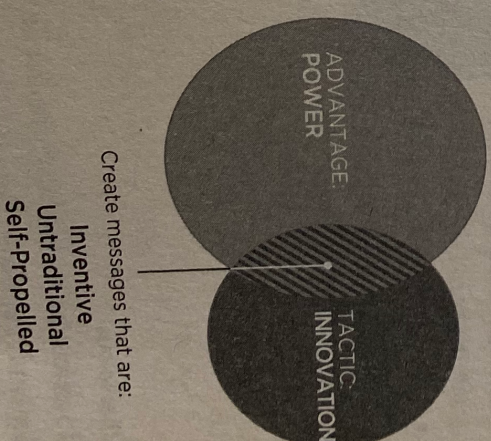
Having an arsenal of tactics puts you in a position to get the attention of those you might not otherwise attract. Use them when called for, but remember to rely on at least three of the four pillars of Power in order to maximize your competitive Advantage:

- Lead the way.
- Take control.
- Pursue specific goals.
- Voice your Opinions of Authority.

How Power Brands Could Use the Innovation Tactic:

Be Inventive, Untraditional, and Self-Propelled

- Reinvent the accepted norm, and then lead the way.
- At client meetings, don't be afraid to offer a wide range of options.
- Reward your team with prizes for great new ideas.



Create messages that are:

Inventive
Untraditional
Self-Propelled

Few small business owners have an in-house marketing department, or even a marketing person. But apply Innovation, and you'll stand out from the established options.