

FIVE ADJECTIVES TO DIFFERENTIATE YOUR POWER BRAND

ASSERTIVE

Power brands have a competitive spirit and pursue goals ambitiously to help consumers be on the winning team.

GOAL ORIENTED

They're focused on specific and ambitious outcomes—both for themselves and for their customers. Achievement matters.

DECISIVE

These brands take action rather than sit around and wait to see what happens next.

PURPOSEFUL

They're often looked to for answers and assistance, and they take this position seriously.

OPINIONATED

Power brands have strong beliefs and aren't afraid to express them with candor. No mincing of words here.

Yet lest you think Power is all hammer and sickle, take a look at the flip side. Power isn't necessarily overpowering. It can guide gently, even lovingly. It's a necessary ingredient in many forms of structure that use training and motivation to achieve higher

results. A parent uses Power with an infant by shaping sleep patterns, feeding times, and language development. A parent might also use this Advantage with a high school student through a weekly allowance or the use of the family car. Either way, the goal is not to defeat the child, but to make her stronger. Similarly, strong brands often fulfill a parental role in guiding consumers' choices and behavior.

Every day, we allow organizations to control our personal environment. We agree to iTunes' terms of use, and take off our shoes for TSA officers at the airport. On Facebook, users operate within a regimented interface. iTunes, the TSA, and Facebook all use Power to control their environments, and we follow. Why? Because Power is pure confidence. Doubt is death, and hesitation loses.

How Brands Use Power in Their Marketing

To apply Power in your messages, you must establish a reputation as a confident, knowledgeable authority with the experience to guide your customers. What will you say to inspire this leadership? What do you confidently know is true, based on your unique knowledge and experience?

If you waver in your confidence or come across as wishy-washy, you'll fail to spellbind. To keep a steady flow of Power running through all of your communications, use at least three of the following four pillars in every form of communication:

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

If you're confident in yourself, we'll be more likely to have confidence in you. Play well with others, but submit to none.