



# 2 WEEK **BRAND** TRANSFORMATION

● BEGINNER

Having an action plan to help you get to the next level is crucial to increasing your brand awareness. As we start 2019, creating great habits will be key to keeping top of mind awareness (TOMA) with your audience. TOMA, refers to a brand or specific product being first in customers' minds when thinking of a particular industry or category.

Each one of you are at a different place in your life, with a different target market, and sell different brands. The great news is that there are many ways to create TOMA for you and your brand with your Build-A-Brand tools.



# BEGINNER

The beginner level is for the person that is just starting. This daily action plan will help increase your brand awareness. The beginner level does not require you to have or use social media, we will get there when you are ready



There are 1440 minutes in each day. Each of these daily brand actions take less than 5 minutes. If you work 10 hours a day you have 600 minutes that you are dedicating to increase your brand and business.

# BEGINNER

“If you do what you’ve always done, you’ll get what you’ve always gotten.”

-Tony Robbins

Take Action

1

**Complete Your Profile**  
**(Week 1)**

2

**For ever vehicle you sell, get a review**  
**(Week 2)**

3

**Tell people to go to your website**  
**(Week 2)**

# 1

## Complete Your Profile (Week 1)

Make sure that you complete your profile settings in your Build-A-Brand Toolkit. Even if you do not use social media, you want to complete as much as possible so that your website looks great.

- [CLICK HERE](#) to watch the Complete Your Profile Part
- Add Photos to your website – [CLICK HERE](#) for a refresher
- Add your YouTube Greeting Video – [CLICK HERE](#) for an example
- Add your Bio - [CLICK HERE](#) for an example
- Add a few photos of your family and friends – [CLICK HERE](#) for an example

Take Action

# 2

## **For ever vehicle you sell, get a review** (Week 2)

You are already going to sell cars. Why not get a review that allows your customer to recommend you to their family and friends.

[CLICK HERE TO START](#)

[CLICK HERE FOR STEP-BY-STEP INSTRUCTIONS](#)

[CLICK HERE FOR AN OVERVIEW OF THE REVIEWS](#)

9 out of 10 buying decisions are made from peer recommendations.

Having reviews on your website gives you credibility, creates top of mind awareness, and gives you the opportunity to get leads and referrals from people that know your customer.

“Bonus action tip - if you get referrals from your customer, you should send the referral the link to the review.”

Take Action

### Tell people to go to your website (Week 2)

- You are going to direct people to shop online if they are leaving or you are out prospecting. Direct them to go to YOUR personal website. All the leads and referrals that come from your website go directly to you no one else! If your out prospecting or helping someone find a car you probably already telling them to go to your dealership's website to look for a car. The great news is, YOU HAVE YOUR OWN WEBSITE!
- Your website already has your dealership's inventory on it. If someone submits a lead form, schedules a VIP test drive, sends you a referral or even downloads your Digital Business Card, that lead goes to you. **That's right!** All your hard work of telling people to go to your website leads back to YOU!

“Bonus action tip – show them how they can easily schedule their own VIP test drive!”

# Beginner

Week 1!

Mon

- [Complete your Profile](#)
- Watch something motivating!

Tue

- [Complete your Profile](#)

Wed

- [Complete your Profile](#)

Thu

- [Complete your Profile](#)

Fri

- [Complete your Profile](#)

- Week 1 focus on making your website look great!



Take Action



# Beginner

Practice for 2 Weeks!

Mon

- [Complete your Profile](#)
- Watch something motivating!
- Direct 5 people to your website!
- Learn something new

Tue

- Direct 5 people to your website
- Talk to someone in service.
- Learn something new

Wed

- Direct 5 people to your website
- When you go to lunch talk to someone you don't know
- Learn something new

Thu

- Direct 5 people to your website
- Talk to someone in service.
- Learn something new

Fri

- Direct 5 people to your website
- Talk to someone in service.
- Learn something new

- [\\*If you sell a car, get a review](#)



Take Action