

Express Guide

# BRAND MAGNETISM BOOSTER

15 Actions to Turn Up Your  
Brand's Pulling Power Now



# Brand Magnetism doesn't happen by chance.

You've got to build your brand magnet first. This express guide will get you well down the path, and show you where to go for more help.

We want you not only to boost your brand's magnetism, but electrify it! Because an **ElectroMagnetic Brand is one that effortlessly pulls awesome people to it**, both new customers and team members alike. And they never want to leave!



## Becoming an ElectroMagnetic Brand

To become an ElectroMagnetic Brand takes a simple, yet profound understanding: *Your brand is not what you say it is, rather, it's what you do.* Meaning **your company culture IS your brand.** Because your company culture guides all your decisions, actions and behaviours. It is how your brand shows up in the world.

When you get your culture humming, it brings an entirely new level of fulfillment to you and your company. The energy is palpable, productivity through the roof, and the impact massive.

We cover 3 of the 5 elements for an ElectroMagnetic Brand in this express guide. Used well, they pack enough punch to profoundly shift your business. It may be all that you need.



## When You Want to Go Deeper

**You can test your brand's magnetism with our ElectroMagnetic Brand Scorecard for free.** In less than 4 mins you can score your brand. You'll find out where you are doing well and where you have the greatest opportunities to improve. You'll get a personalised 25 page report, along with a copy of our book. Yes, all totally free.



## Why We Are Giving This Away

**Our purpose is to help ALL brands be good for the world. Naturally, we cannot do that one to one!**

Our goal is to help 10,000 brands become ElectroMagnetic. Whether through our free resources, or with our direct help. In doing so, we're helping create a massive ripple of positive impact across the world. And as you will soon learn, impact is one of the three foundational elements of brand magnetism.

So let's dive into the three foundation elements: **Audience, Culture and Impact.**

# How to Boost Your Brand's Magnetism

You start by strengthening the 3 foundational elements of an ElectroMagnetic Brand. There are 5 elements all up.

Each foundational element has to do with people and resonance. Because your brand is not what you say you are, it's how you show up in the world.

## Audience

The ability to deeply understand each of your audience types, and develop clarity on what moves them to action.

## Culture

The ability to cultivate a company culture that delivers consistent, exceptional experiences that all your audiences rave about.

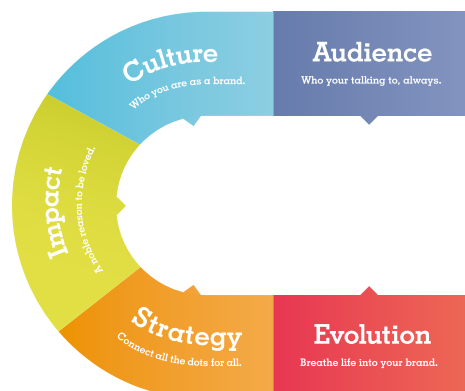
## Impact

The ability to integrate a relevant, positive impact model into your business, giving your audiences a noble reason to love you.

These are the foundational elements of our ElectroMagnetic Brand method. They are essential for the remaining two elements, Strategy and Evolution, to work effectively (see the diagram below). All five elements are featured in the ElectroMagnetic Brand Scorecard and resulting report.

## 5 Elements of an ElectroMagnetic Brand.

Discover all 5 elements with our free [ElectroMagnetic Brand Scorecard](#).



# 5 Audience Actions to Magnetise Your Brand!



## Why We Love Working on Audiences

We love seeing our clients marketing start working effectively. It's one of our values: **Effectiveness over Awards**. That only comes when you have clarity about who you are communicating with in each instance. It's why we start with audiences.

### What You Will Gain

**Resonate with every message, every time!** You have many audience types with very different perspectives on the problem you solve. Stop losing them with generalities or assumptions. Because when you can articulate a person's problem, better than they can, using the language they use, they automatically attribute you to having the solution. Get clarity on each audience type and the language they use.

### 5 Audience Actions

- 1 Identify all your different audience types, both internal and external to the organisation.
- 2 Develop detailed buyer personas for each audience type and how they relate to you.
- 3 Regularly ask and listen to their wants and needs based on their unique situations.
- 4 Implement a feedback platform and process to capture and review insights.
- 5 Market using the language your audiences use to talk about the problems you solve.



# 5 Culture Actions to Magnetise Your Brand!

## Why We Love Working on Culture

**We strive to help everyone gain the ultimate fulfilment at work.** That comes when an aligned company culture enables everyone in the team to open up to their full potential. Fulfilled people are happier at work, at home, and their communities.

### What You Gain From Culture Work

**Create a company culture with a palpable positive energy!** Cultivating a company culture aligned on your purpose and values unleashes the untapped creative and discretionary energy in your team. It helps you attract and retain top talent easier. And enables you to deliver consistent, exceptional experiences for all your audiences, meaning your customers have something to rave about.

### 5 Culture Actions

- 1 Hire to fit your culture. Develop a special onboarding program.
- 2 Celebrate and immortalise those in your team who model your purpose and values.
- 3 Host regular company wide training/workshops to keep your culture strong.
- 4 Have your company culture ingrained in the agenda of team communication and events
- 5 Reference your values when making and sharing decisions with your team, good and bad.

# 5 Impact Actions to Magnetise Your Brand!

## Why We Love Working on Impact

**We are passionate about using business as a force for good.** It's where we spend most of our waking hours, so naturally it holds the greatest potential to create the positive change in the world that we seek. Balance people, planet and profit.

## What You Gain From Impact Work

**Give your audiences a noble reason to love your brand.** Today people want to support brands that do go in the world, over and above an awesome product or service. Give your team and prospects a reason to choose you over your competitors. Integrate a simple positive impact model into your business that makes sense for what you do, and that your audiences loves. It's feels good and is good for business.

## 5 Impact Actions

- 1 Develop a simple and clear, positive impact model that you can share in a short sentence.
- 2 Integrate your impact model into your business model so it becomes part of who you are.
- 3 Celebrate milestones and communicate your impact journey with all your audiences.
- 4 Make sure your impact is measurable, with clear targets, and is reportable.
- 5 Embrace your team and customers as co-creators of your positive impact. Share it with them!

# Want to get ElectroMagnetic?

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How magnetic is your brand?

Take the Test

Electromagnetic Brand Scorecard

Your Overall Score 65%

Your Score 5

Free

Your Powers to Becoming an...

Electro-Magnetic Brand

Score your brand for free. [Take the test now.](#)



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