



FTM BrandConnect

- Creative Design & Graphic Production
- Press Releases
- Brand Identity Programs
- Business Model Consulting
- Promotional Materials

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Final Touch MARKETING.

Growing Strong Brands Since 1987

Past Newsletters:

- A Brand Promise Affects Your Ultimate Success
- Your Potential Client Has a Question: "Who should I buy from?"
- Is Your Business Suffering From Brand Disconnect?
- Business is Down? Now is not the time to stop marketing your brand.
- Planning a Business Strategy? Make sure it aligns with your company's brand.
- What Does Your Brand Promise?
- Does Your Business Compromise on its Integrity? Better examine your core values?
- Connect your Brand Identity to Customers through B2B NetMarketing.
- NetMarketing. The perfect vehicle for listening, learning and engaging.
- Is Your Business Model Preventing You from Achieving Your Business Goals?

Hemet Endoscopy Center Engages FTM to Develop New Brand Identity Program...

Hemet, CA ... Doctors Neil Chakrabarty, M.D., M.A. and Milan Chakrabarty, M.D. engaged FTM to assist them with a new brand identity program for Hemet Endoscopy Center. The practice specializes in gastroenterology / internal medicine, and interventional and advanced endoscopy. Significant service capability for the practice includes their new high definition, Pentax i-SCAN endoscopy scopes. FTM designed a complete brand identity to include logo, letterhead system, brochure and website.



Deutsch 2012 Calendar ready for launch...

Hemet, CA ... The 2012 Deutsch calendar brand promotion calendar marks two decades that FTM has produced the calendar for Deutsch ECD of Hemet, California. Each year the company calls upon FTM to develop a theme, research photos, and provide graphic productions for printing. This year's theme is sunrise and sunsets and features photography taken of the company's eight international plant locations. The finished product is a *must have*.



Let's get BrandConnected...

How to Create Real Value for Your Customers ...

Align Your Business Model to your Value Proposition.

In *manufacturing*, we take raw materials, add a "value" such as molding, stamping, or packaging and we've turned something of worth to other people. In the *professional service industry*, we input time, knowledge, equipment and systems to create services of real value to the person being served. We create value by aligning all activities within the business model to satisfy and retain the customer at a profit.

No matter how hard we try to make sure that what we produce is as advertised, there is always a chance that something can go wrong. Our goal is to preempt these possible anomalies with "what if" scenarios using the business model

Continue next page.



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Continued from previous page.

as our most efficient process for designing and implementing most strategies.

Here's three steps that will help you get on the right path:

1) Align every aspect of your business model with your value proposition:

This means that the 9 building blocks of your business model should be mutually reinforcing and form a coherent whole. The law practice will do well to have key resources in place that provide the intellectual strength necessary to deliver a strong case. These strengths would be found in the practice's strategic partnerships, key activities and unique resources. However, having these strengths is only as good as the practice can deliver them to the client. A proper alignment in the channel distribution is necessary to raise awareness of the practice's products and services to the client. It helps the client to evaluate the value proposition, allows the client to purchase specific products and services, delivers the value proposition, and provides post-purchase client support.

2) Align and Position your Business Model with the Environment and Competitive Landscape:

Putting the customer value proposition at the center of everything you do is vital in creating a sustainable and differentiating competitive advantage. Different strategies involve different sets of activities and require different management within each business model block. Each must be aligned with WHO your target customer is. What market segment you want to reach. WHAT net benefit you are offering in the eyes of (prospective) customers and what value do you offer. WHERE are you positioned in relation to the competition in the eyes of the customer. How does your *Value Proposition* stand up compared to those of your competition?

In order to survive, your business must adapt its

business model to the environmental system that surrounds it and take appropriate actions. There are a number of external environmental forces, such as key trends, industry forces, market forces and macro-economic forces. Each may or may not have serious implications on the future success of your business. So approach this step with caution. The rate at which the external domain can possibly change defines the environmental uncertainty you must consider.

3) Alignment of your Business Model with Future Scenarios:

Woe to the business that is too rigid and unbending in how it serves its customers. And success is the reward for those companies with a variety of business models to call upon for the future. One thing is for certain, passing time includes change. Know that your business model will definitely need to be continually reviewed and re-reviewed. A competitive business model that makes sense in today's environment might be outdated or even obsolete tomorrow. Assumptions about how market forces, industry forces, key trends, and macroeconomic forces unfold give us the "design space" to develop potential business model options or prototypes for the future.

Aligning your business model with your value proposition delivery always makes good business sense. It will provide a clear understanding of what is expected of everybody in all departments. It will also position your business not only to create value but *consistent* value - your customer will thank you. ■

If you would like to have this letter sent to a friend, let me know. I invite your questions and will gladly schedule a complimentary consultation on your brand marketing activities.

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