

# Foundational Brand Strategy

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## 1) Product definition

- a) Know yourself
- b) Know your business
- c) Know your product\*
- d) Believe in what you sell
- e) Have a cohesive plan
- f) The internet

## 2) Product design

- a) Match features with the definition
- b) Meet a specific customer need
- c) The long tail – sell less of more
- d) Leverage technology
- e) The internet

## 3) Product development

- a) What you sell is what people think you sell
- b) Definition is your side of the story, development is the customer's side
- c) People need to know your product.
- d) Sell the definition, not the design
- e) The Internet to introduce the product, the people, and the possibilities

## 4) Product delivery

- a) Sales methods
- b) Financial transaction
- c) The exchange
- d) The internet

## 5) Product defense

- a) Use feedback from early adopters to adjust product design or definition to meet market needs.
- b) Continue to solidify product definition for competitive advantage
- c) The internet

## 6) Product destiny

- a) Develop a range of products that complement existing products
- b) Vertical and horizontal integration
- c) Innovation required for survival
- d) The internet

This outline is foundational to an effective, integrated, online, and offline marketing strategy. Use as a helpful starting point for your business. For an expanded outline, or to schedule a consulting meeting, please contact us at [www.listenlovelead.com/contact](http://www.listenlovelead.com/contact)