

Welcome

11
Celebrating
Years

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Lessons from Disney:



What's the first thing you think of when you hear (or see) the word, "Disney?" Is it Mickey Mouse? Is it Frozen? Cinderella's castle? Is it long lines and a rapidly dwindling bank account?

Whatever jumped into your mind first, there's no denying that Disney has effectively defined its mission as a company and brand: creating a magical experience. And, they've deliberately developed the elements of an outstanding customer experience in order to make that mission come to life.

Doubletake's president, Matt Deutschman, took a trip to Walt Disney World with his family last month and experienced the magic firsthand, taking away the following valuable business/leadership/branding lessons (shared to LinkedIn in greater depth via the links below):

Intro to LinkedIn series

Lesson #1: Would you hire me? Every phone call with a Disney staff member concludes with the survey question, "If you owned a business, would you hire the person you just spoke with to work for you?" Positivity, kindness, problem-solving ability, and work ethic are transferable skills we should all possess and hire for in all our organizations.

Lesson #2: We're all janitors No one is above performing any task that can make a client's experience better. At Disney, everyone from the CEO, to the ride operators, to the custodial staff, to the actor inside the Mickey Mouse costume is responsible for picking up a piece of garbage they spot on the ground if they see that it needs to be done and that it can improve the customer experience.

Lesson #3: Alleviate the pain Standing in line is horrible, so Disney created services such as "FastPass," which make that reality of their business more bearable. We all have less-than-ideal realities to contend with, but with a client-focused approach we can invest in remedies.

Lesson #4: Be authentically passionate We all have the opportunity to make someone's day in our work; often times that's a choice of how we show up and how eager we are to display positivity. It takes effort, yes, but it can't be faked.

Lesson #5: "How can I help you?" Asking this question is good. Proactively anticipating a client's needs is great. Fulfilling desires clients didn't even know they had is outstanding!

Lesson #6: Bring it everyday A reporter once asked New York Yankee legend Joe DiMaggio why he always played so hard. DiMaggio replied, "Because there might have been somebody in the stands today who'd never seen me play before, and might never see me again."

Lesson #7: Bear Witness Disney cast members are incentivized to do exceptional acts of kindness for guests to make a third-party witness smile. How cool is that? Let's all follow that lead.

Lesson #8: Lay it on thick Overwhelm your clients (and staff) with appreciation. Disney is intentional about spreading their magic, and that's what makes Disney an Irresistible Brand.

Schedule a consultation with Doubletake to discuss holiday gift planning



How Irresistible is Your Brand?

Find out your score! We've developed an assessment called the **Irresistible Brand Barometer** that business leaders can take in less than 5 minutes to see how well their organization performs in the following key strategic areas:

- Client Appreciation
- Referral Generation
- Employee Engagement/Retention
- Recruiting/Onboarding

Give it a shot for your organization, and receive a free customized report with advice on how to capitalize on strengths and address areas that need improvement: www.DoubletakeBrandBarometer.com



**THE
IRRESISTIBLE
BRAND BAROMETER**

**How Irresistible is Your Brand?
Find out your organization's score!**

POWERED BY  **DOUBLETAKE**
Promotional Marketing



 *Holiday Season in Full Swing!*

If you haven't contacted us to plan your client and/or staff holiday gifts yet, please do so **ASAP!** Please click the box below to schedule a 30-minute consultation. Thank you!



Schedule a consultation with Doubletake to discuss holiday gift planning



Amidst the global supply chain challenges that we've outlined [previously](#), we've created a solution for any holiday projects in danger of late delivery due to inventory shortages or production delays.



2021 Stress-Free Holiday Program

3 Touches for Excitement, Appreciation, and Joy!



1

We create a custom webstore for you to share with clients or team to get them excited and capture mailing addresses for gift recipients.



2

We mail out a holiday card with a small promo gift included, to give everyone a fun "happy holidays" experience during the season.



3

The big gift arrives in early 2022 with maximum impact! Don't sweat the supply chain challenges. Let us spread your good cheer!

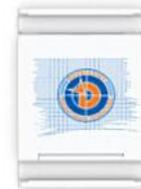
www.DoubletakePromotionalMarketing.com

Contact us now to get your project going and we're here to ensure a stress-free holiday season for you and your team!

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Product Spotlight:



Full Color Tech Travel Bundle

- 1 x FoldStand: Pocket-sized foldable phone stand
- 1 x Mobile Back-up Charger
- 1 x One meter Type C to USB A cable
- 1 x Travel case

