



Ramping Your Brand – Intensive Group Training

Objective: *intensive training in planning your growth*

Format: *Four 2-hour online video classroom sessions*

Non-Refundable Fee: \$995 per person - *start-ups may request an additional seat from me via e-mail*

Dates:

- Session #1 - Aug. 27, 2019 4-6PMPST
- Session #2 - Aug. 29, 2019 4-6PMPST
- Session #3 - Sept. 3, 2019 4-6PMPST
- Session 41 – Sept. 5, 2019 4-6PMPST

Handouts: *worksheets to guide your planning will be available. A shortened PDF version of the classroom PPT materials will also be available for perpetual review in the cloud for all students*

SESSION 1 – Critical Context

The Entrepreneur’s Dilemma

- the entrepreneur’s P&L
- pros and cons of undercapitalized CPG start-ups
- implications for strategic planning as a small business
- the pros and cons of being premium priced

Understanding the Premium Marketplace

- size and implications
- why it is and isn’t a separate market at all
- how consumers trade up and what it means
- what drives trial and repeat purchase
- role of premium market share in strategic planning
- understanding your product’s real demand drivers (trial, repeat and loyalty)

5 Proven Paths-to-Scale

- key 4 revenue phases
- the 5 paths, why they work, and the role of the offering
- tricks to surviving Phase 1 to \$500K

SESSION 2 – DIY Market Research

DIY Competitive Analysis

- setting the competitive frame properly
- looking downstream and why it matters



- deconstructing a category efficiently
- inferring competitors' strategies well enough

DIY Fan Analysis

- why 'why they buy' is more important than who they are
- key research variables to collect
- how to structure a rapid online fan survey
- what to analyze

SESSION 3 – Understanding Growth

Growth Dynamics

- glossary walk-through of key terms
- basics of growth: organic growth vs. distribution growth, consumer variables that drive velocity, habitual vs. impulse purchasing
- advanced growth principles: sourcing consumers strategically, brand-benefit marketing, the myth of loyalty,

Growth Curves in Premium Entrepreneurial Brands

- typical BigCo launch curve for contrast
- barriers to growth
- archetypal entrepreneurial curves overview and implications

How to Measure Growth (key KPIs)

- using the right variables
- smoothing and why it's important
- forecasting demand

SESSION 4 – Learning from the Best

Common Tactical Best Practices using Real case study explorations (featuring Kind, Argo, Spindrift, Skinnypop, Siggis, others TBD)

- Pricing
- Product Mix
- Placement
- Promotion

Building Your Own Custom Playbook

- Key questions to answer about your offering
- How to use the 4Ps to craft a competitively differentiated strategy (more important than a unique offering)
- Examples of 4P strategies from real businesses (whether conscious or not!)
- Test-n-Learn your product's specific conversion dynamics