



**The 4-Part Success Formula
of the World's Biggest Brand
--And How to Make It Your Own**

A case-study tutorial for
service-based entrepreneurs

Lizabeth Phelps

You offer a service.

And know, as a result,
how challenging it can be to get business.

Why is it so **especially hard**
for services?

People cannot touch, smell, taste or
even see a service--

so that sensory experience that greatly **satisfies us** when making buying decisions is **missing**.

To make matters worse,

most services are **negated** right out of
the gate with the thought in your
customer's head,



"I can do this myself."

Unless your service is highly specialized
(dentistry, plumbing, surgery,
accounting),



customers will
discount it as
something *they* can do

...or as
a luxury for another
time.

This is a service business's
greatest threat.

Then, on top of everything else,

A close-up, high-angle shot of a large pile of US dimes. The coins are scattered and overlapping, creating a textured, metallic surface. The lighting is soft, highlighting the relief of the Lincoln profile and the Union Shield on the reverse side. The text "most services are a dime a dozen." is superimposed in the center in a clean, white, sans-serif font.

most services are a dime a dozen.

fine art
america

This is why your business must bring to
bear the ***very best it's got.***

So, what does it take
to **succeed as a service**
in overcrowded, competitive markets?

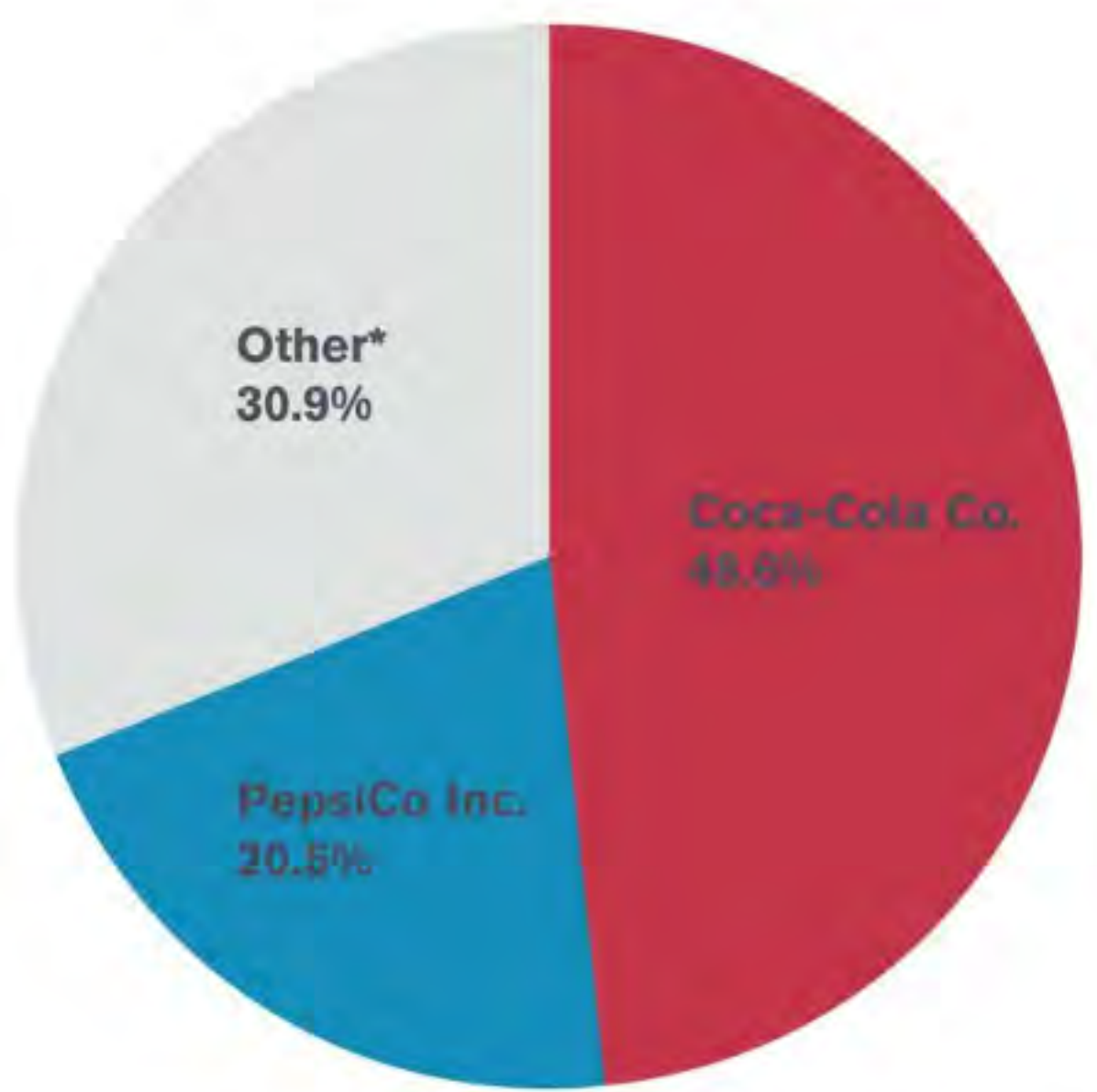
**One of the most successful
brands of all time can teach
us a lot about that.**

Whatever your
opinion of soda,
Coca Cola is
arguably the most
successful product
of all time,



Carbonated Beverages

Global market: \$341.6 billion



dominating marketshare

*Companies with less than 5 percent market share
Source: Euromonitor, Bloomberg Intelligence



selling 1.8 billion bottles per day,



Coca-Cola

and being recognized by 96% of
the world's population.

<http://www.statisticbrain.com/coca-cola-company-statistics/>

This success is hardly accidental.

Coca Cola, like other successful brands, launched with these 4 crucial elements:

1.

A proprietary formula.

PEMBERTON'S



The *WORLD'S*
Great Nerve
TONIC

FRENCH WINE COCA

The wonderful invigorator and EXHILANINE, to impart Health, Strength and Vigor to Mind and Body. The Ideal Nerve Tonic and Intellectual Beverage, highly endorsed by the elite of the Medical Profession; for the cure and prevention of Mental and Physical Exhaustion, Chronic and Wasting Diseases, Dyspepsia, Kidney and Liver Affections, Heart Disease, Melancholia, Hysteria, Neuralgia, Sick Headache, Throat and Lung Affections, Tired Feelings, etc. This marvelous Tonic acts like a charm. For Convalescents and Invalids this delightful invigorant is the sine-qua-non. The invigorating and strength-restoring properties of French Wine Coca are truly wonderful and excel all other Tonics and Stimulants. One trial will charm and excite your enthusiasm. For sale by Druggists. Send for Book on Coca, and Pemberton's Wine Coca. Price, \$1.00 per bottle.

L.S. PEMBERTON & CO., M'g Chemists, Atlanta, Ga.

For sale, wholesale and retail, by **HILL BROS., Anderson, S.C.**



Coca-Cola's world-famous soda was first *French Wine Coca*, a medicine for

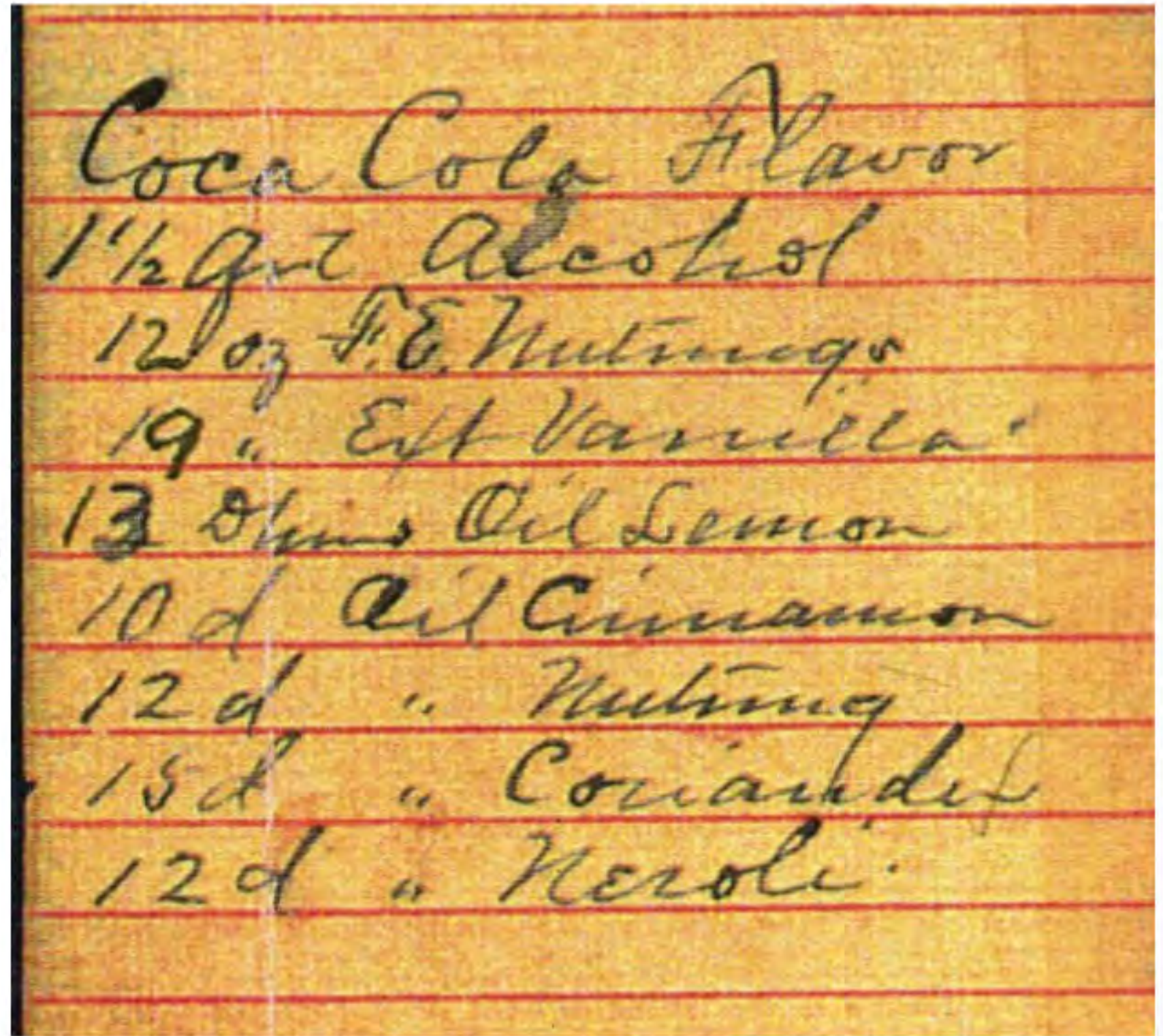
"those whose sedentary employment causes nervous prostration," concocted by pharmacist John Pemberton.

When, in 1886,
Pemberton was forced
to produce a
non-alcoholic alternative,



he turned to Atlanta drugstore owner
Willis E. Venable to test, and
help him perfect,

the **recipe** for the beverage that would become the most famous in history.



Coca Cola Flavor
1 1/2 qt Alcohol
12 oz F.E. Nutmegs
19 " Est Vanilla
13 Ounces Oil Lemon
10 d Oil Cinnamon
12 d " Nutmeg
15 d " Coriander
12 d " Neroli.

In 1925, the formula was put under lock
and key in a vault at SunTrust Banks Inc.
in Atlanta,



and now is
enclosed
inside a metal
box, held here
by CEO
Muhtar Kent,





that is itself locked inside a new high-tech vault at the World of Coca-Cola museum in Atlanta.

The **secrecy** shrouding this formula has been a big part of its success.

Is that a marketing ploy? Perhaps.



But if the product itself
hadn't **stood out** from
the rest—and
continued to—



no marketing tactic in the world
would have made a difference.

The product matters.

It must be better than the rest.

When it's not, it's disastrous for most.

Only Coca Cola's
previous success
saved them
from this
catastrophe.



Launching the **right,**
unique
product is **everything.**

2.

But then, the **product must be packaged**
to appeal and sell.

This is even *more true* **for a service** than for something you can hold in your hand.

Both must appeal and stand-out from all the others on the shelf—



But services have far greater difficulty
doing this.

They must be **"productized"** into
something prospects

can instantly 'see' and understand.

This is the value of "branding."

**It makes the
intangible tangible,
satisfying what a
buyer needs
in order to buy with
confidence.**



But no matter how the brand is packaged...



if no one is **aware** of it,
there is no valid business.

3.

Messaging is the **core driver**
of a product's (service's) success.

It is **the story**
of what the
product is,



AND IT'S SO EASY TO KEEP COCA-COLA
ICE-COLD IN YOUR REFRIGERATOR

So easy to take home *the six-bottle carton*

The handy six-bottle carton is for your convenience...to provide
the pause that refreshes with ice-cold Coca-Cola in your home.
All the family will welcome this pure refreshment, pure as sunlight.

why it's **desirable**



how it is **relevant** to a
buyer's
day-to-day experience.



A vintage black and white illustration of a man with a clock on his head, a waiter, and a customer at a table. The man with the clock is holding a glass of Coca-Cola. The waiter is standing behind the table, and the customer is sitting at the table. The scene is set in a room with a framed picture on the wall.

**TIREDB,
THEN
DRINK
Coca-Cola**

IT RELIEVES EXHAUSTION
When the BRAIN is tiring and it fall presure send down to the BONES PAIN for a glass of
Coca-Cola
you will be surprised how quickly it will ease the Tired Brain—with the Rattled Nerves
and reduce Wasted Energy to both Mind and Body.
It enables the entire system to readily cope with the strain of any excessive demands
made upon it.

**AT ALL FOUNTAINS 5c.
ALSO IN BOTTLES 5c.**

It must be
emotional,
engaging,
appealing,
unique



and, ideally,
compelling.



Without the **story**,
the product is lifeless,



...and so
are its
sales.



But even the
best
messaging
campaigns in
the world only
***create
awareness.***



They mean nothing--
and **do** nothing--
if there is no

systemized
and
consistent
way to **sell** the
product.



4.

A strategic distribution **(sales)** channel.

This is where most solo service providers fail.

**They have an inconsistent (or no)
sales channel.**

Buyers must

- 1. & 2. want you,**
- 3. know about you,**
- and 4. buy you.**



Coca Cola and all the successful brands
you know



have followed this 4-step process.



THE 4-STEP PROCESS TO BRAND SUCCESS



Proprietary
Formula

1



Original
Brand Package

2



Compelling
Messaging

3



Strategic Sales
Channel

4

THE 4-STEP PROCESS TO BRAND SUCCESS

These 4
elements must
be present for a
business to
gain initial
traction.



Proprietary
Formula

1



Original
Brand Package

2



Compelling
Messaging

3



Strategic Sales
Channel

4

But at some point, it must **grow** and
expand its marketshare.

How does it do that?

After (and only after) the first 4 steps,

it introduces **another** unique and marketable **product** to its customers.

THE ~~4~~⁵-STEP PROCESS TO BRAND **GROWTH** SUCCESS



Proprietary
Formula

1



Original
Brand Package

2



Compelling
Messaging

3



Strategic Sales
Channel

4



New Proprietary
Formula

5

And the cycle repeats itself.

THE ~~4~~⁵-STEP PROCESS TO BRAND **GROWTH** SUCCESS



The service business's equivalent
growth strategy is
the "**ascension model.**"

You strategically introduce
new proprietary services that
build on the ones before,



"ascending" your clients to higher skill-levels and greater success.



So, yes, it's harder for you as a
service to gain traction and
succeed because what you sell
is **invisible**...

THE ~~4~~⁵-STEP PROCESS TO BRAND **GROWTH** SUCCESS

...but **follow**
these steps
and you'll be
far more
successful than
most.



**Shall we see how you're
doing with them?**

Here are some questions...

What is your **proprietary formula**?

What is your unique package (**brand**)?

What is your unique **message**?

What is your consistent strategy for making **sales**?

If you've got all of this—what is your **proprietary** “**next big thing**” that will grow your business?

As you know, how you answer these determines if you are on the path to **success or struggle.**

There is nothing more important—and more difficult—than taking something that **no one can touch or hold**

and transforming it into a clear and
identifiable “form”

that is instantly understood,

stands apart on an over-crowded shelf,

and is **wanted** and **bought** by its
customer base.

I'm Lizabeth Phelps.
This is the work I've
done every day for
10 years.



Service entrepreneurs **commission**
me to **create** their

proprietary formulas

one-of-a-kind brands

and **stand-apart messaging stories.**

My specialty is highly **creative**
influential communication.

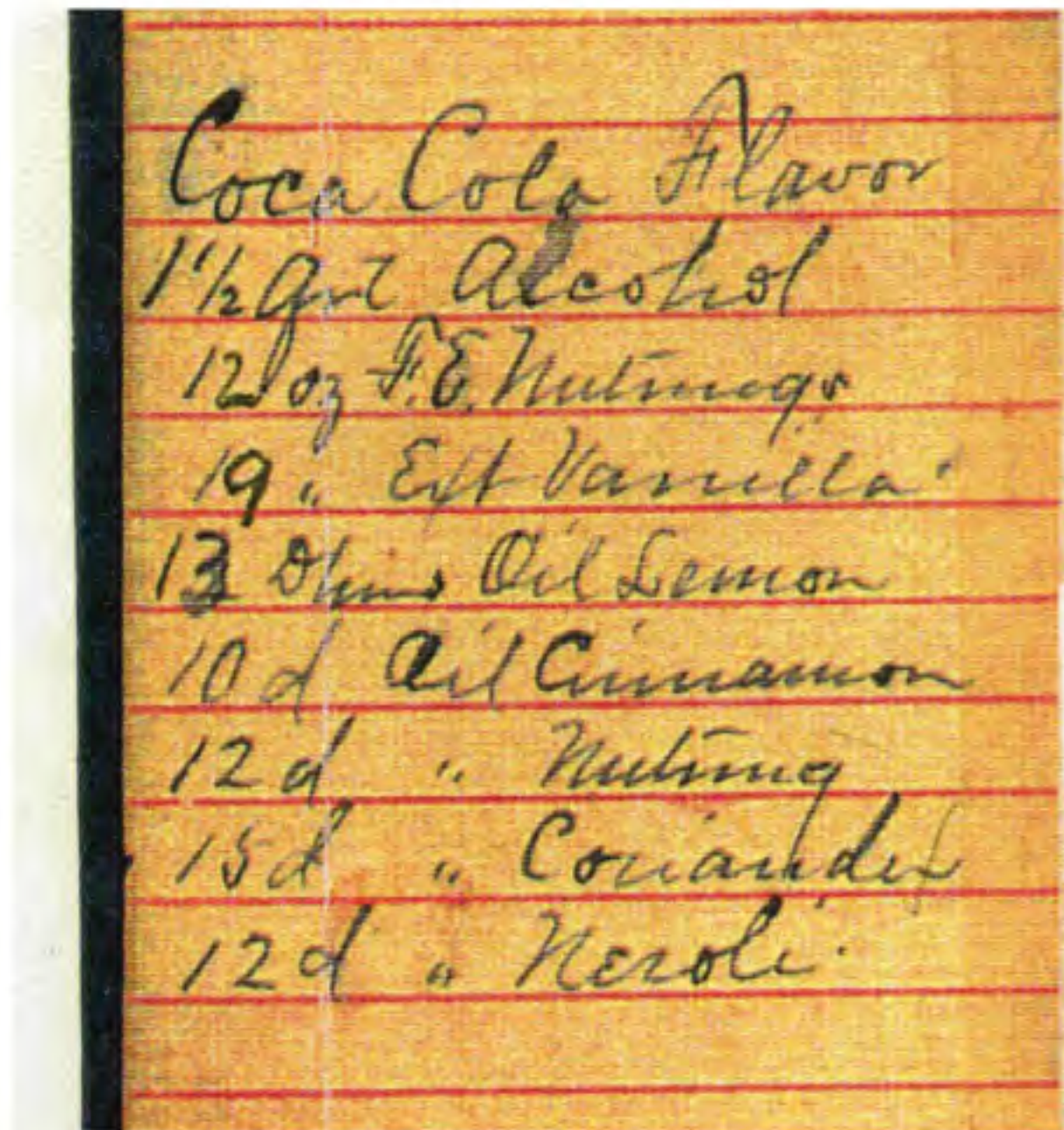
When service providers need to influence people to **act and buy,**
they hire me.

Clients say I am part
“inventor,”

creative department of an ad agency

and **script writer.**

and then set about
inventing your
"trade-secret"
unique formula



Coca Cola Flavor
1 1/2 qt Alcohol
12 oz F.E. Nutmeg
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13 Ounces Oil Lemon
10 d Oil Cinnamon
12 d " Nutmeg
15 d " Coriander
12 d " Neroli

...that is **marketable.**

Then, returning to my marketing and advertising-agency roots

I work with you to create a compelling
"productized"
brand identity
for your new formula

and develop a **unique story** to get your original brand attention.

And as the script writer?

For service entrepreneurs,
the most successful
awareness-creating strategy

is a **signature talk** (live/video/webinar).





**I script this talk
*word-for-word***

because as with your product,
brand and messaging,

this talk must be **highly unique,**
desirable and keep your audience's
attention.

A funnel-shaped structure, possibly representing a learning process or a presentation formula, is shown against a blue background. The funnel is composed of two inverted cones meeting at a point. The top cone is illuminated from below, and a stream of glowing orange particles is falling into it. The bottom cone is also illuminated from below. The overall scene is set against a dark blue background with a subtle light gradient.

I ensure this with my own
proprietary presentation formula
based on
brain-based adult learning techniques.

The other reason I script your signature talk **word-for-word** is because



it is a **sales vehicle** and it must convert.



Few service entrepreneurs have this skill—yet it's required.

I take it off their shoulders.

In fact, I take **many burdens** off of
shoulders



because of my wide swath of expertise.

Years of expertise in marketing,
storytelling, writing,

training, socratic coaching, speaking,
adult learning/ brain-based learning
strategies, instructional design, sales



and teaching my
**Thought
Leadership**
curriculum at
Seton Hall
University's
business school

afford me comprehensive and unique
understanding of
communication and businesses
that *work*.

And the ability to execute with
true innovation and creativity.





Remember,
Coca Cola's creator
didn't do it alone.

Not only did Willis E. Veneble help
Pembleton with the *product*,



Frank Robinson,
Pemberton's bookkeeper,
became Coca-Cola's first
marketing genius,
designing the famous
Coca-Cola script and
trademark.

If you want a partner who can give you originality in the market ***and*** take the burdens off of you, come talk with me.



"I was never able to unlock my deepest professional expression until I met Lizabeth. With her proprietary process, she gave form and shape to my mission and now we are developing a unique program with a unique message to help professional women move past the final barriers to equality. Through her intelligence, willingness to challenge me and her mastery in this domain, she is bringing my professional ambitions to life. Her availability and devotion to me and this mission is extraordinary.

She is, without question, my sherpa."

--Kristina DiPalo,
Owner and Founder, Elysian Communications and DailyWorkLife



I am a creative boutique business.

Nothing I do is mass-produced.
Everything is custom-made to order--

truly invented

from the finest
raw ingredients you've got.



Leann Ferry, MPA, ACC
www.courageousmindset.com

Before Lizabeth, I had all my credentials and loads of passion--but no target market, clear messaging or unique programs. I didn't know where to start. I was **drowning in a sea of sameness** and losing confidence quickly.

Now, in addition to my own research study, ebook, and questionnaire, I have a **proprietary live event that does NOT EXIST ANY WHERE ELSE**. Lizabeth called on her storytelling background in a very powerful and totally original way and this event is my "perfect fit"--something I could never have conceived of on my own.

Lizabeth is a **master** at understanding strengths and life stories. Her **focus is total** and she just pours out massive creativity, understanding of business, marketing, consumer psychology and communication mastery.

Because of her fierce commitment, I now have a program that is not only **UNIQUE IN THE WORLD** but that is uniquely ME.

She's awesome!

So...one more time...

What is your **proprietary formula**?

What is your unique package (**brand**)?

What is your unique **message**?

What is your consistent strategy for making **sales**?

If you've got all of this—what is your **proprietary** “**next big thing**” that will grow your business?

Not sure?

You can't afford that uncertainty.

Come talk with me.

**Can't Beat
The Real Thing.**



INSPIRED LEADERS'

A › C › A › D › E › M › Y

Building Thought Leader Brands That Shatter The
Status Quo – With Powerful Messages, Powerfully Delivered.

In my very first session with Lizabeth, I was challenged and inspired by her deep questions. Very rapidly, she moved me and the work I was doing in an entirely **unexpected direction**. Her creativity and intuitive ability got straight to the core of what I really do and who I really am—and then she helped me **articulate** that in a clear and compelling way.

Now I have a **signature program** that sets me far apart and brands me as a thought leader with a concept no one else out there has. And the best thing is this is a **program that sells!**

If you don't have a unique offering or marketing message, **hire her**. She will get you through all the uncertainty and struggle!

Ilkó Oravec

Associate Certified Coach (ACC) | Certified Performance Technologist (CPT)

www.highperformanceconsulting.com

