

## MODULE 2: BRAND LOYALTY

Borrowing B.J. Bueno's definition from earlier, brand loyalty is when your clients are loyal to your products, services, or offerings. This is where they demonstrate their willingness to choose you first, and maybe even refer their friends and colleagues. But this is only the tip of the customer satisfaction iceberg. This is where you translate who you are and what you stand for (from Module 1) into your offerings for your clients and customers to *begin* to connect with you. This is where Simon Sinek's "why you do it" becomes tangible for your customer.

In her book, [The Customer Manifesto](#), Pamela Herrmann says that "loyalty happens when we feel a sense of support or allegiance to someone or something." But what, exactly, can you do to help your clients feel support or allegiance? It might not be as hard as you think!



*"Business is personal. Leveraging social proof, both through word of mouth marketing and online, begins when a business has developed lasting loyalty from its customers."*

*-Pamela Herrmann*

When Herrmann asked the question "What does a business have to do in order to earn your loyalty?" her top ten answers ranged from the obvious "treat me like a human being" type answers to the more common-sense suggestions like keeping a clean, easy-



to-navigate establishment. But what it really comes down to, is love.

## L.O.V.E. Is The Answer

When you show love to your audience, your audience feels more at ease, and trusts you. When they believe you have more vested in the relationship than they do, they are more likely to say yes to your offers... especially if they like you. The know, like, and trust factor (KLT) is not something to take lightly, and the best way I've found to stimulate KLT is with a little L.O.V.E.

In my own business, and when I work with clients, I like to use frameworks. A framework provides enough structure to guide you without leaving you feeling imprisoned by too much structure. Depending on your Creative Freedom Entrepreneur type, you may prefer more or less structure and routine. No business can thrive if they have no structures, but too much structure can feel claustrophobic to some creative entrepreneurs.

Most of the frameworks I offer, from my [Dreablazing program](#) to my [Accountability Club](#), give you some ability to define the framework in a way that works for you. The L.O.V.E. Framework doesn't give you much wiggle room, but I've found it very effective, regardless of your Creative Freedom Entrepreneur Type.

**L – Listen**

**O – Observe**

**V – Value**

**E – Educate**

You've got to *listen* to your resonant audience, and *observe* what's really going on. People often say one thing and do something else. Ask questions when it's appropriate and really LISTEN to what your audience is saying. Some marketing types would tell you to "find their pain point" but that may not apply to you. You may not be solving a problem, but you can certainly empathize through your Great Work.



Music, for example doesn't "solve a problem" so much as hit an empathetic nerve. People resonate with your music because they FEEL connected to it... the story, etc.

*What are your Raving Fans feeling, and how does your Great Work help them feel even better?*

You've also got to *value* your audience in ways that are meaningful to them and to you. It can't be a one-way street in either direction. If you're only doing what works for you, business will dry up. If you're constantly doing things that your audience loves, but it doesn't work for you, then resentment builds.

Lastly, you've got to *educate* your audience – on who you are, what you're about, the expectations you have for them and yourself. You need to keep them in the loop, and the sooner, the better.

## **A Cautionary Example**

I once worked with an unusual graphic designer. You'd submit a design request and she'd crank out a design based on your specifications. In her years as a designer, she'd discovered that most people used her original design, or a slight variation, so she didn't "waste extra time creating three wildly-varying options just for the sake of providing options". This saved her clients time and money.

I'd never worked with a designer, before but she had a solid portfolio and I'd met her previously. I assumed she was like other designers I'd talked to and would give me some options to choose from when we started working together. It was only *after* I paid the (non-refundable) deposit that she informed me otherwise. Had she educated me on her process *before* I made the initial deposit, I probably wouldn't have worked with her.





To her credit, she set boundaries to work in a way that worked for *her*, which is important as a creative entrepreneur. The minute you fall out of integrity with yourself, resentment sets in.

While her right customers loved how quick, easy, and affordable it was to work with her, I was not one of her right customers. As a result, I wasn't happy with the design she provided – even though it matched all the specifications I gave her. She completed the work according to how she educated me, but I was left a little disappointed at how it all went down. I paid her, but I never used her artwork and never worked with her again.

The framework is pretty simple. It's how you choose to apply it that makes all the difference. The more you show the appropriate amount of L.O.V.E. to your audience, the easier it is for them to offer up a resounding “HELL YEAH!” and be first in line whenever you offer your Great Work to the world.

## WARTS, SPARKLES, AND ALL

There are ways you prefer to show up in the world. Maybe you are an early riser, or a night owl. Maybe your work schedule is broken up throughout the day because of other demands on your schedule. Maybe you prefer casual dress to office professional. Maybe, like the client I mentioned earlier, you need a pot of coffee before you can even *think* about working.

The good news is that there are people out there that want to be part of your world. That means you don't have to pretend to be something you're not, and as a creative entrepreneur, the more YOU that you are, the better.

I tell my clients to show up as themselves, “warts, sparkles, and all” because nobody is perfect. When you wear those masks, you're





just doing everyone a disservice. You may think you're protecting the world from your "bad" self, or that your protecting yourself from "the world," but the truth is that no one can ever love the real you if you never let us see it... warts, sparkles, and all.

## The Internals Create The Externals

My own coach likes to say that "your internals create your externals," meaning that your thoughts and perceptions shape your outcomes. As we continue through the Raving Fans Toolkit, you'll begin to see how this concept applies equally well to the vision you're creating for your Noble Empire.

If you take a second look at the Raving Fans graphic from Module 1, you may notice how the left half of the image is all about you, and what you care about, while the right half is all about what your customers care about. The top half is all about the internal representations, and the bottom half is all about the external applications of those internals.



Or said another way, first you think about who you are, what really matters, and why you do what you do, and *then* you share that in the world with the people who most resonate with you.



## Your Magic Paintbrush

Part of why you do what you do is so that you can be/do/have/experience a life of meaning, make good money doing it, and share your gifts with the world. There are likely other reasons, too, but these are the ones we can focus on for now.

Imagine for a moment that you have complete and total control of every minute of your life. Give yourself a magic paintbrush and "paint" your picture-perfect lifestyle. When are you getting up? What are you eating? What are you wearing? Where are you living? Who are you with? What are you doing? How much money are you making?

No doubt some of these images have already crossed your mind many times before. This vision must be taken into account when you craft a career as a creative entrepreneur.

Look, this isn't like any old day job. This is something that's a part of you, probably something that's been calling to you since you were young. This isn't something you can half-ass or just "make do" with. You've got to do this right.

And by "right" I don't mean create a lot of pressure for yourself to do everything perfectly (we Fusions have a hard enough time with perfectionism, thankyouverymuch!). When I say "right" I mean in alignment with your values, your beliefs, your best way of moving and having your being. I admit, that might sound a little woo-woo or metaphysical right now, but bear with me as I share this example.

Through an accounting error, a client of mine was facing a big bill that she didn't have the money to pay. A potential client approached her to do some work, and the payment would have *more* than covered her bill. But the work the client wanted her to do would take up all of her time, and this particular client was a pain in the butt that she'd been wanting to "fire" for a long time.

She was faced with a dilemma: do the work "for the money" or honor her inner compass that said to let this client go, facing the possibility of not being able to pay her bill on time.



We talked through the options, and I told her that this was a decision she had to make for herself. She spent about a week, praying and deliberating before she finally decided to tell the client no.

Just a few days later, she got another call from a new client who desperately needed help with some similar work. Because we had talked previously about raising her rates, my client was able to charge more to this new client, who eagerly accepted and was grateful for the help. The two went on to build a prosperous business relationship that has lasted for years.

My client confided with me that had she said yes to her old, pain-in-the-butt client, she would not have had the bandwidth or time to be able to say yes to the new client, whom she enjoyed much more.

And, of course, she was able to pay her bill on time.

Now, I won't tell you to fire all your clients and trust "The Universe" to bring you all the money you desire. Let's not be irresponsible. But when you know something's out of integrity, when you know that things aren't working because they're not in alignment with who you know yourself to be, they've got to go at some point. It makes sense to create a transition plan to move those things/ideas/people out of your life as quickly as possible, but sometimes, you've just got to cut the apron strings.

Do what makes sense for you, but by all means, get yourself in integrity as soon as reasonably possible. Give yourself permission to listen to the Inner Compass that guides you.





## EXERCISE: YOUR INNER COMPASS

Take your Immutable Laws & magic paintbrush into consideration here. When you think about your work day and the life you want to create for yourself, how do you want to show up in the world? What kind of clients or customers do you want to be working with, and in what ways? What will you absolutely NOT tolerate? What do you most readily prefer? This is where you get to decide all the workings of your creative empire. And yes, you can always change your mind later, but for now, let's begin to create the vision of what you really want – as guided by your Inner Compass.



*Great! Now that you have a vision of how you'd like to experience showing up and sharing your Great Work, what's **one** thing you can do today to move closer to bringing that vision to life?*



## Your “Essential Why”

When I started working with direct sellers, I often heard them talk about their “why” - that reason for sticking with the business even when things got hard. Often it was something tangible – like putting their kids through college, paying off debt, or being able to travel to exotic locations. All those things are fabulous, but what happens when you meet those externally motivated goals? Then what? I've found that there's often a deeper meaning behind those tangible, worldly desires.

I call this, your “Essential Why.”

Based on the 5-Why concept I learned when I worked in the automotive industry, your Essential Why goes deeper – to the core motivators of your life. For example, if your why was to pay off debt, I would ask you why paying off debt is so important to you. After all, millions of people walk around with a balance on their credit card. What makes you so special? *Why* is it so important for you to pay off your debt?

This is where things go deeper. Maybe you have a story from your youth, as my husband did. When he was about ten years old, he'd managed to save up about a thousand dollars through various odd jobs, birthday gifts, and other scrimping.

Soon after, his father was laid off from his job and drained my husband's bank account. More than thirty years later, my husband still doesn't know exactly what happened to that money, because his father never said anything before taking the money out of his account (and never paid him back).

You can imagine the amount of distrust this created for my husband. As a result, in his adult life, he's made a point of making sure every bill is paid on time (often in advance) because he never wants to be in the position of not having someone take his things



without his permission. He never wants to be without money in the bank.

That is my husband's Essential Why: to have autonomy, security, and a sense of control in the world. THAT is the motivator that will keep him going during hard times - and long after all his debts have been paid in full.

So begin by looking at why you want to build a career doing this thing that you love. What reasons come to mind? Is it so that you can control your own schedule? Is it so that you don't have to be beholden to "the man" every day? Perhaps it's so that you can have a living wage doing what you love and thumb your nose at all the people in your life that said you were nuts? Whatever the reason, remember that this is just the surface reason.

Your Essential Why goes deeper. So take that surface reason, and ask yourself why that even matters? Why do you want to thumb your nose at the people who called you nuts? What do you have to prove?

Then take it even deeper. Keep asking yourself "why" until you hit tears. I'm serious. Every client I've ever done this with gets choked up at some point. That is when you've hit something you can work with.

It's called a 5-Why process because you typically ask "why" about 5 times to keep getting closer to the root of the issue. Sometimes, you only need to ask it once or twice. Sometimes, you'll have to ask yourself a dozen times to get to the heart of the matter.

You'll likely find that your Essential Why ties closely to one or more of your Immutable Laws as well as your core values and beliefs. We do much more work on this in the [Creative Freedom Apprenticeship](#), because it's so important to the development of your brand. As movie star Irene Dunne once said, "If we don't stand for something, we'll fall for anything." Don't let that happen in your Great Work.







## About Lisa

Known as "The Courage Catalyst," **Lisa Robbin Young** believes the best way for creative entrepreneurs to be successful is to be yourself - fully and completely, and define success on your own terms.

With more than 20 years as both a performing artist and entrepreneur, Lisa has helped hundreds of clients make more money, have more impact – and more fun – doing what they love. Lisa's mission is to help you Noble Empire and live an inspired life – without selling your soul.

An award-winning author and composer, Lisa has three albums to her credit, including ***The Fine Line***, a collection of pop-infused jazz and blues tunes. When she is not coaching clients, Lisa is currently working on a project to record 300 songs. She is also the author of the international best-selling book, ***The Secret Watch***, a success parable written specifically for entrepreneurs.



*This is the second module in a four-module training series. Look for Module 3 in the coming days. If someone shared this with you, you can sign up for your own free copy at [lisarobbinyoung.com/gift](http://lisarobbinyoung.com/gift)*

