



# The Dominant Brand: Setting, Getting, Never Regretting, Every Cent You Are Worth

*Mr Andrew Smith*

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People buy on price when they have nothing else to differentiate you from your competitors. The Dominant Brand will give you the power to stand out from your competitors, with a brand to be proud of, that speaks to your ideal customer in a way that emotionally engages them. Becoming the dominant brand in your niche, will give you more time and more profit, so you can spend it on what you enjoy, with the people you love. Have you ever lost business to a competitor on price? Have you ever wondered why your website is not generating business? How would you feel with more time with with your family and loved ones? Would you like a clear easy to follow blueprint for your marketing, allowing you to charge 4-6 times your competitors rates? I have developed and established TWO personal brands in my niche and customers include celebrities, and fortune 500 companies. The Dominant Brand is my personal branding blueprint, with proven, simple, easy, affordable steps that will differentiate your business, so that you dominate your niche and never have to compete on price again. These are the the exact techniques that I used to successfully dominate my market. The Dominant Brand will: \*Help you create a unique brand that will separate you from all you competitors in your niche. \*Give you a clear understanding of whats needed in your marketing copy and how to utilise it for the best results. \*Help you discover the emotional reasons why customers want your services...the Whats In It For Me. \*Give you my formula to craft your own unique message so that it speaks to your clients real emotions. \*Help you understand how to link your product or service features to these emotions. \*Attract a flow of high net worth clients...Clients with money. \*Give you simple techniques on how to add value to your proposition. \*Show you a clear path for your marketing strategy, My Goal to share with you ALL MY Secrets and Shortcuts, that will save you time and money with Simple, Easy, Affordable Steps needed for you to create The Brand Of You. Now is the time to be recognised as a specialist and go to 'guy' in your niche. It is important to have your own Brand in todays world. Liz Gregory "I'm enthralled by [this] book. The writing is clear, eloquent, concise...I can hear [Andrew's] voice telling me all this stuff loud and clear. It's simply brilliant." Pete Stoffell Director Virtus OD "Andrew has provided a highly nutritious offering on marketing...providing concise, contemporary advice in an easy to comprehend, digestible format." David Lambert Best Selling Co-Author of "Smarter Selling : How to grow sales by building trusted relationships" "I [took] some valuable ideas away...to take our business up a notch or 10. We've been told many times that we should charge more than we do..." Michaël Gueulette "The Dominant Brand is a refreshing, quick, and practical book. Andrew Smith explained with simple words a powerful concept which will push your business to the next level. As a balloon performer and with such a common name as "Andrew Smith," the author is a living proof that you do not get a great business thanks to your name, your skill, or a low fee, but by improving your marketing." Trevor Smith PCC qualified Executive Coach and Facilitator www.theorchardpartnership.com "Andrew's book is packed full of wisdom that he's learned the hard way. I wish I had read this early in my career. If you are looking for a shortcut to success then you've found it!" Andrew Ready Australia "The Dominant Brand" What a great roadmap for building a brand and a business! This really is a great book. It concisely summarises the steps to take. It gives enough advice to be helpful without overwhelming - at the end of reading it I thought "Yeah, I could do that".

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