A Quick Guide

HOW TO USE THE BRAND MOMENTUM BOOK

New to Brand Momentum? Before you dive in, this guide will help you navigate and get the most from the book.

"THIS BOOK IS FOR DISRUPTORS, GAME CHANGERS AND VISIONARIES"

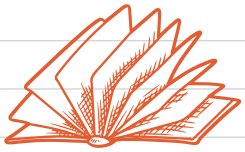
(Tony Lewis, Brand Momentum)

TIP 1 GETTING STUCK IN

Experienced marketers can speed read or skip Part 2, which primarily explores established models. Alternatively, visit these when you have a second pass and are looking for more detail and context.

TIP 2 ESSENTIAL READING

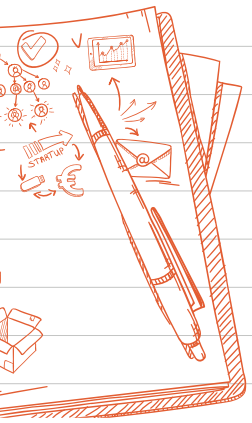
Even if you want to get stuck into the heart of the book, I suggest you don't skip the early chapter (Part 1 – Defining Momentum), as this will set the scene and help explain the parameters and meaning of Brand Velocity and Momentum.



TIP 3 APPLICATIONS

This book is designed as an introduction to Brand Momentum theory, it is not a practical workbook. So, I strongly recommend keeping some notes to help you maximise your time.

1. Keep your brand and the business context at the forefront of your mind as you cover each idea.
2. Consider your current strategy and double-check that it is designed to increase brand velocity and optimise brand mass.
3. Make a note of any actions or questions you have – we're here to help.



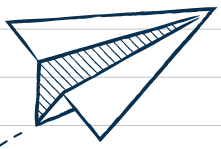
TIP 4 PRIORITISING

Focus on turning insights into action:

- Many ideas are explored in the book. Don't get too distracted; focus on understanding and creating brand velocity.
- Prioritise the most relevant strategies for your business stage.
- Develop concrete implementation timelines – a timetable will help focus your mind and achieve your goals.
- Identify required resources and potential obstacles – creating velocity is one thing, but you must also remove any drag.
- Last but not least, think about creating or using a measurement system to track your progress.

TIP 5 CREATING LASTING IMPACT

The book's value comes from the sustained application of its principles. Find a way to listen to your customers regularly and monitor whether you are on course to reach your strategic goals.



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