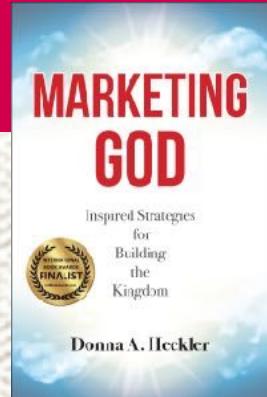


# Marketing God

Today's Topic

Truth 6: A Brand is a promise



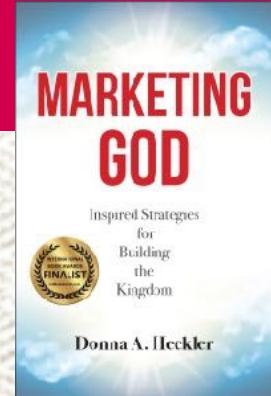
Donna A. Heckler  
Author • Speaker • Advisor

# A Brand is a Promise

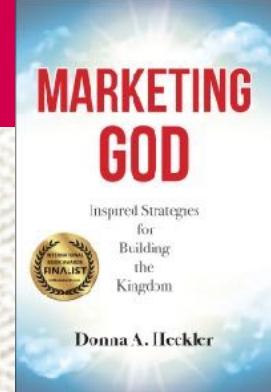
“Woe to you, scribes and Pharisees, hypocrites! for you are like whitewashed tombs, which outwardly appear beautiful, but within they are full of dead men’s bones and all uncleanness. So you also outwardly appear righteous to men, but within you are full of hypocrisy and iniquity.”

—Matthew 23:25–28

Is the inside of  
your cup as  
beautiful as the  
outside?



# What is Your Brand, Your Promise?



A brand is a **promise** of **trusted performance**....

Performance



Perception



Promise

Performance describes what you actually do...

Perception is how you convey what you do to the world...

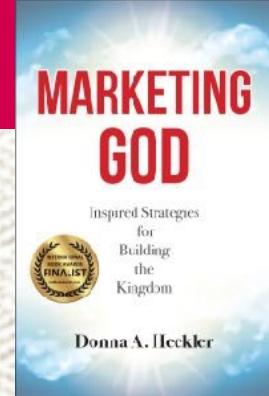
As with any promise, it needs to be kept.

The performance must match the perceptions created for trust to be built.

**For Reflection:** do you keep your promise?  
Are the perceptions in the marketplace consistent with what you do?

# Consumers Will Not Buy if You Are Not Different

“The prophets who prophesied of the grace that was to be yours searched and inquired about this salvation.” 1 Peter 1:10

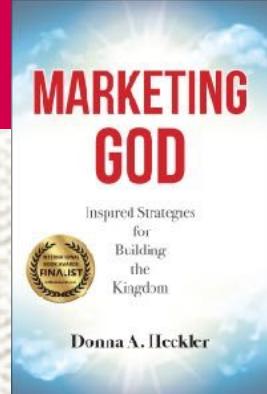


Your promise has special meaning when it is unique!

**For Reflection:** What makes your organization, your mission stand out?

# For More Information....

Purchase **Marketing God** at a discount by taking advantage of  
**OSV's Christmas Special** - happening now.



To connect with Donna check out her website at

<https://donnaaheckler.com/>

Or [DonnaAHeckler@gmail.com](mailto:DonnaAHeckler@gmail.com)