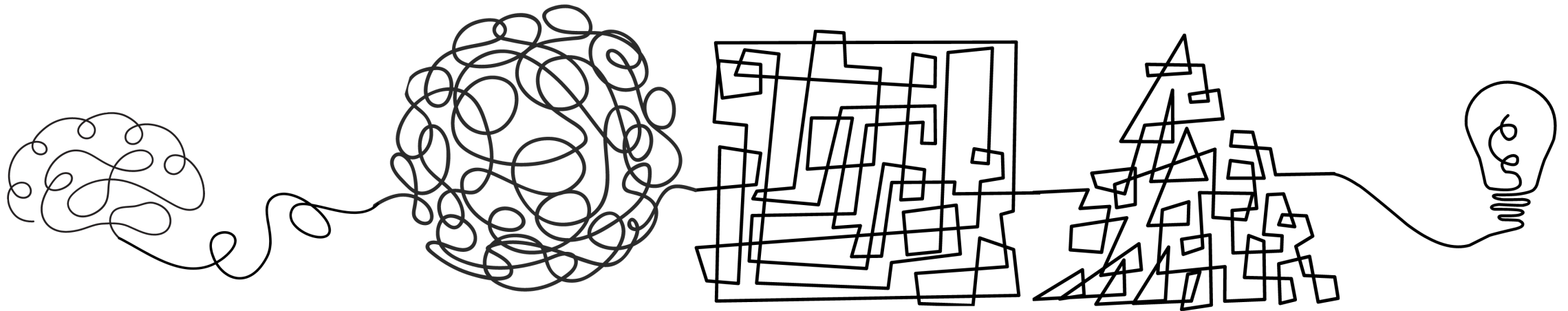


Branding & Modeling Your Big Ideas



Melanie Deziel, for Creator Kitchen

What was the title of the last
list you consumed?

What site was it on?

Who wrote it?

Our guest chef for this menu!

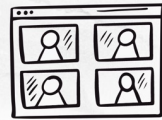
**“Don’t build a list.
Build a *legacy*.”**

-- Andrew Davis



Branding & Modeling Your Ideas

Creator Kitchen Menu
July & August 2023



Menu Events



Andrew Davis
TBD
See Events Calendar



Melanie Deziel
July 13th
See Events Calendar



Masterclass



Guest Chef



Roundtables



Office Hours



Co-Working



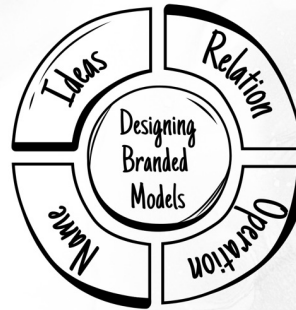
1:1 Sessions for VIP Members

Ongoing Support

Slack

Pantry

ooo



What is a model?

*What do you think of
when you hear
“branded model”?*

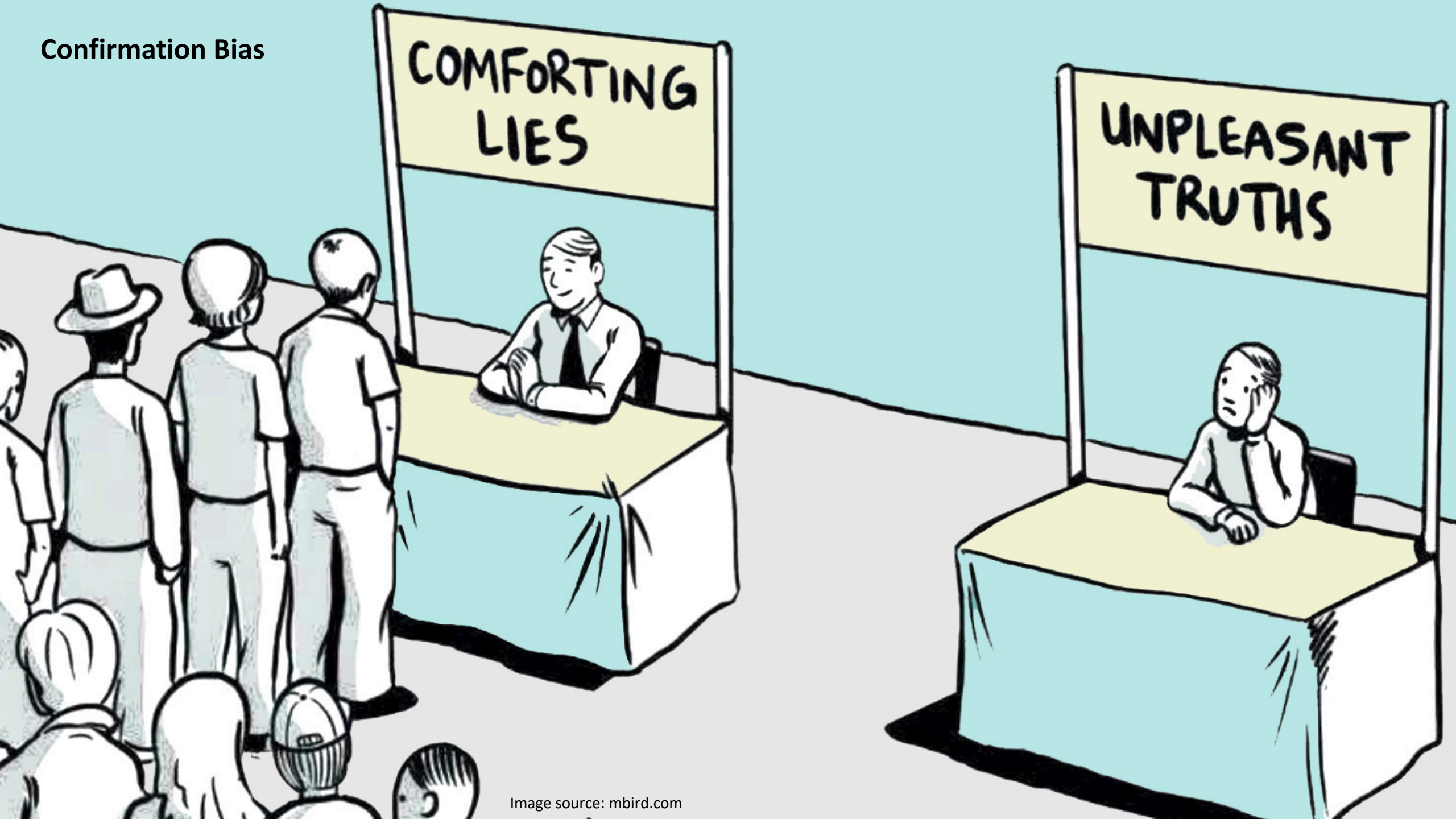


Conceptual model

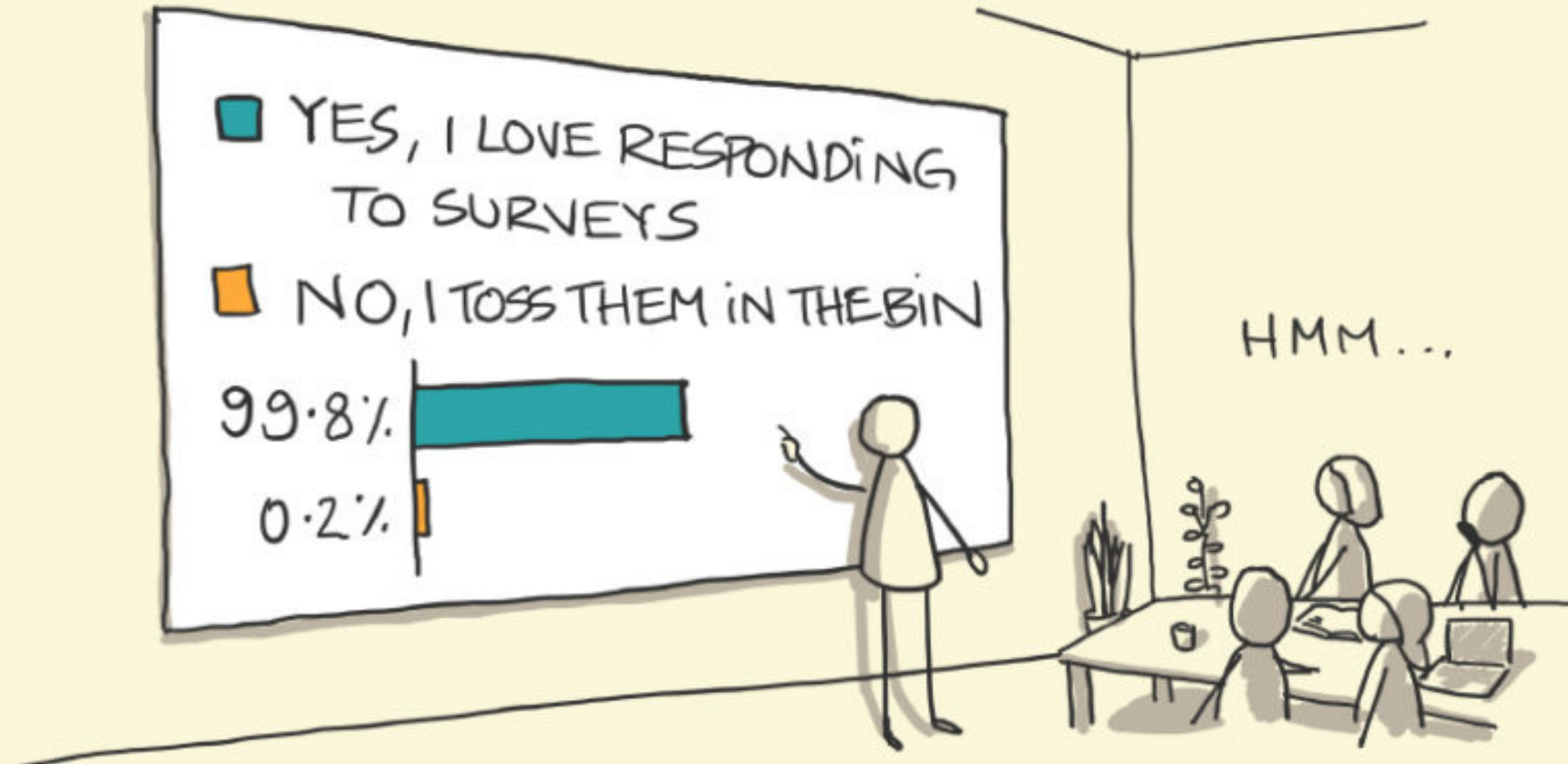
Named concept, phenomenon or series of ideas, showing how information is structured and used.

1. Thought Models

Confirmation Bias



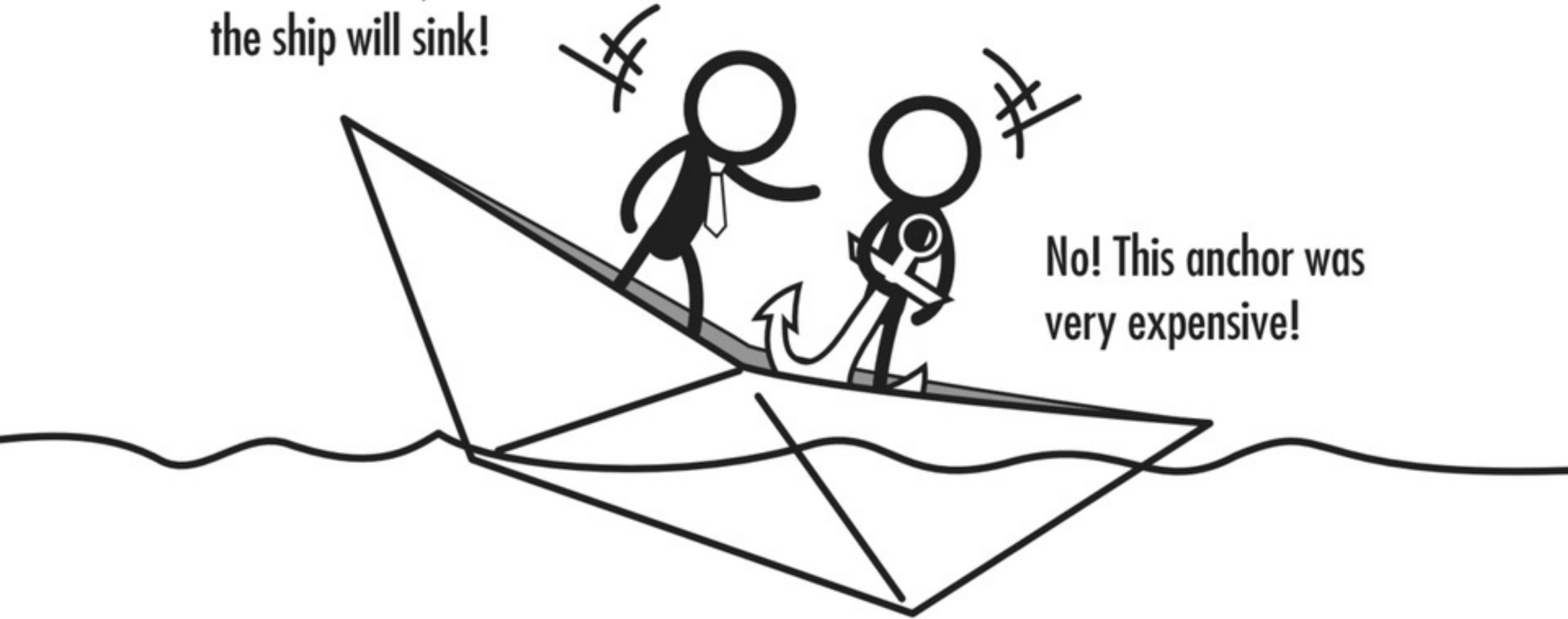
SAMPLING BIAS



" WE RECEIVED 500 RESPONSES AND FOUND THAT PEOPLE LOVE RESPONDING TO SURVEYS "

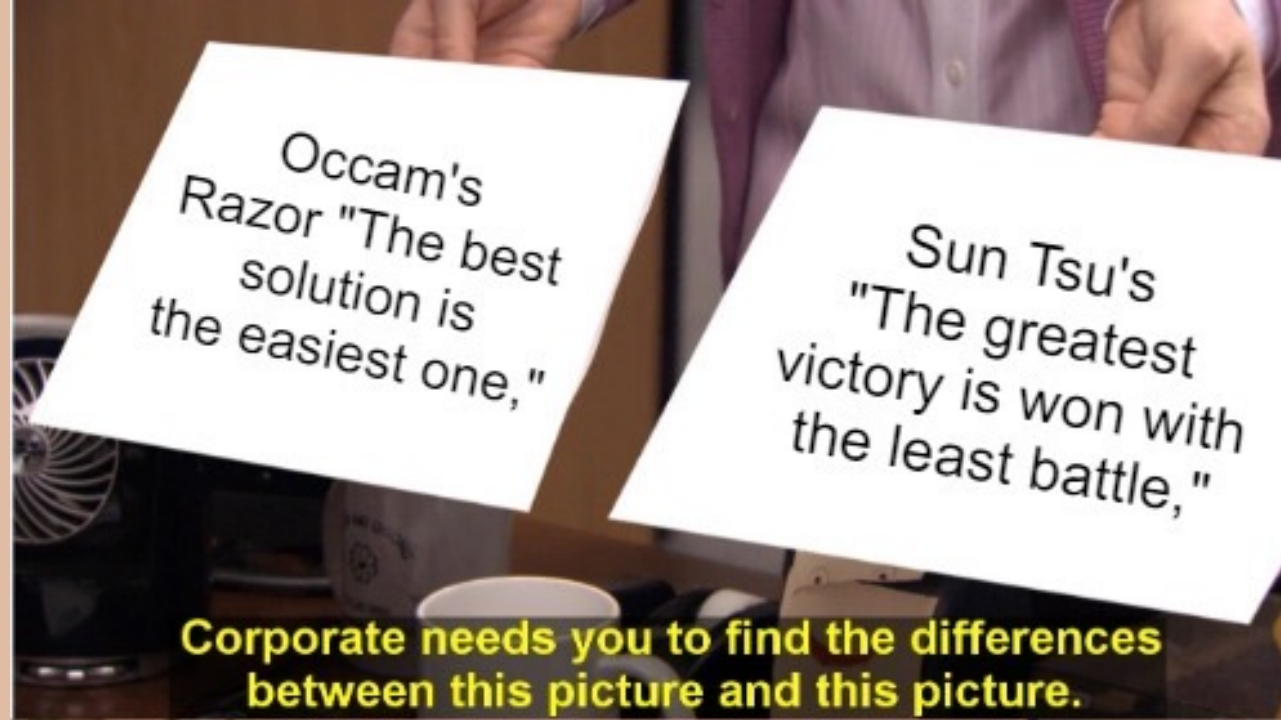
Sunk Cost Fallacy

If we don't get rid of the anchor, the ship will sink!



No! This anchor was very expensive!

Occam's Razor



Corporate needs you to find the differences between this picture and this picture.



They're the same picture.

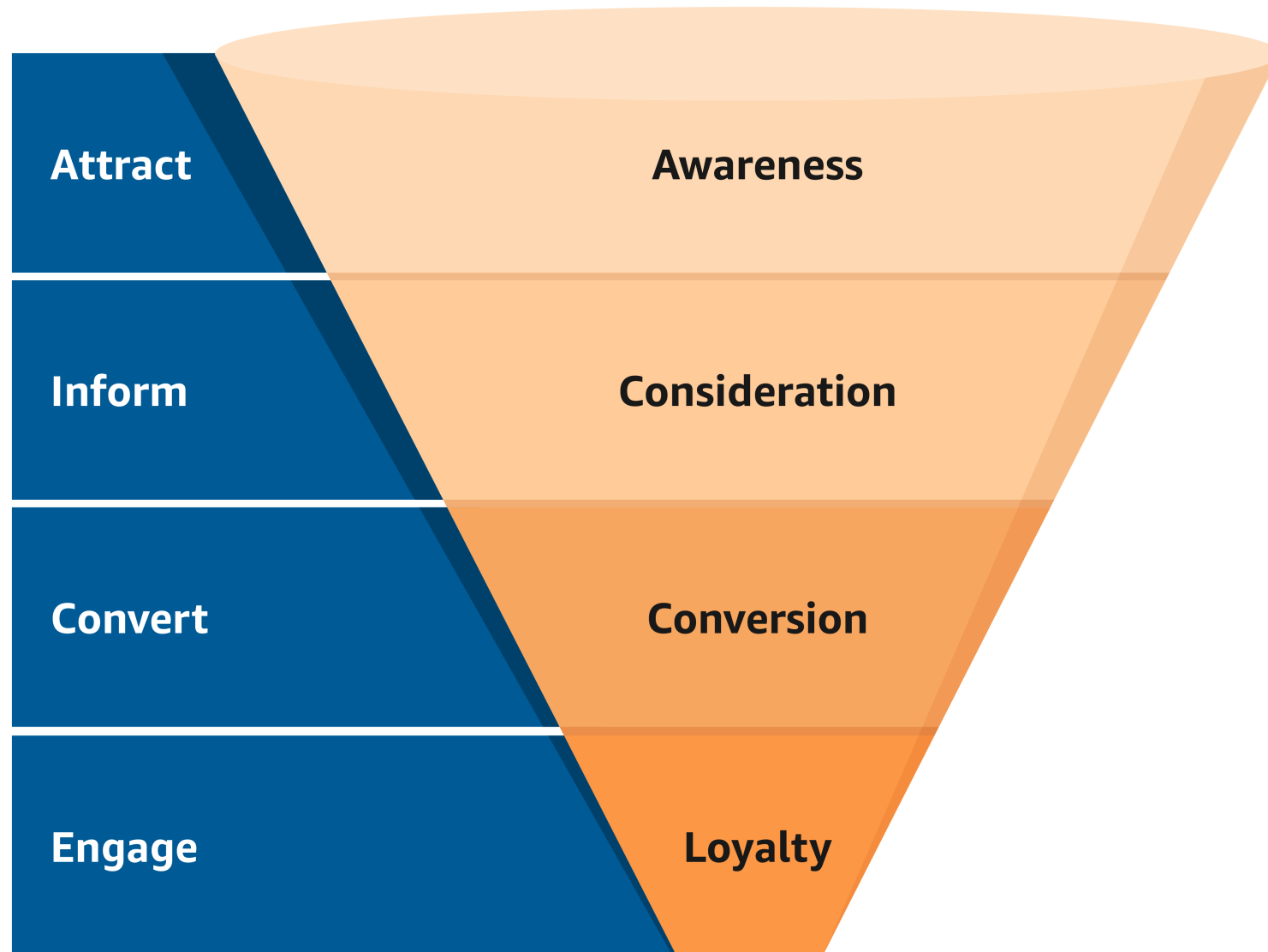
Conceptual model

Named concept, phenomenon or series of ideas, showing how information is structured and used.

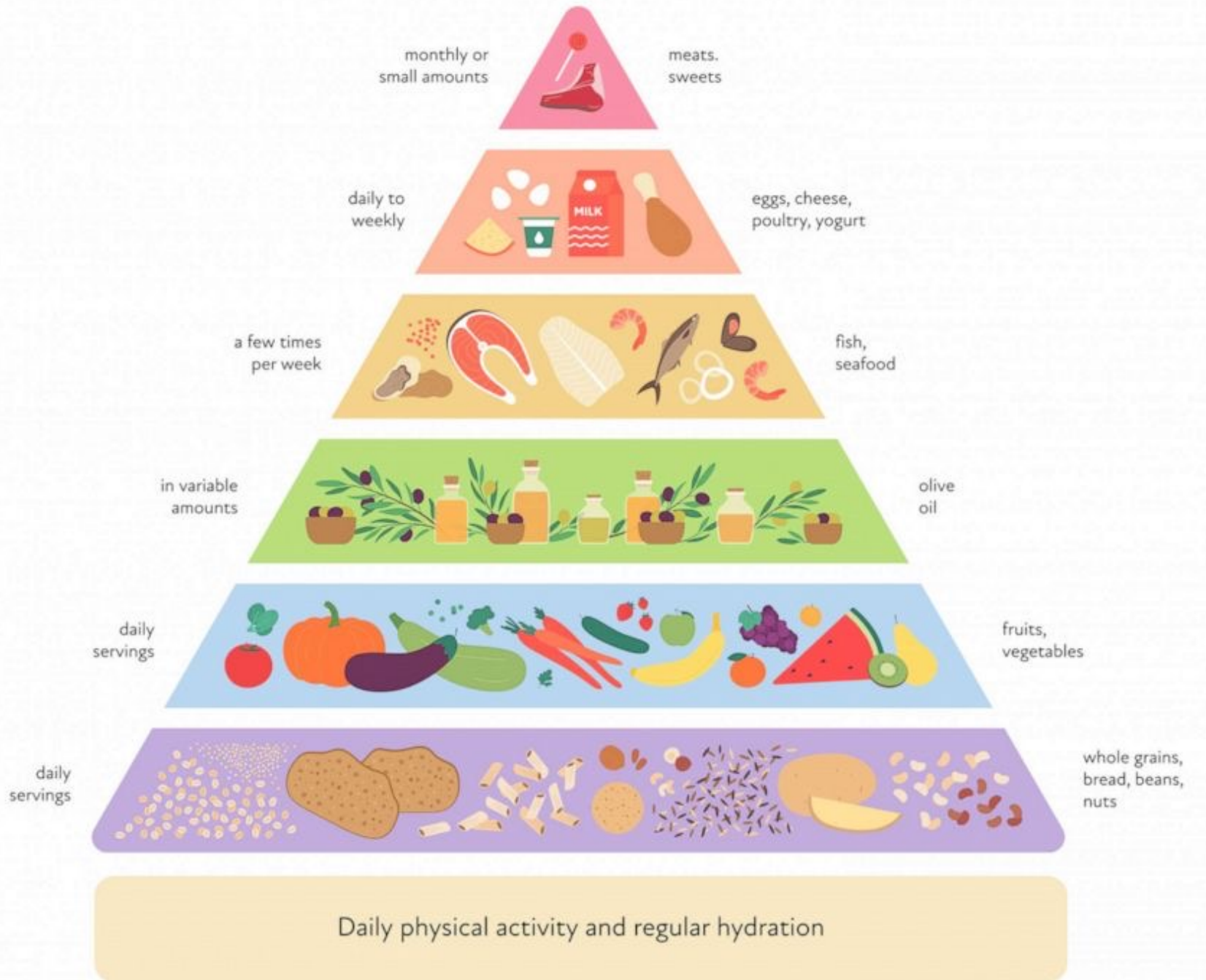
1. Thought Models

2. Visual frameworks

The Marketing Funnel



Food Pyramid



Ikigai (Venn Diagram)

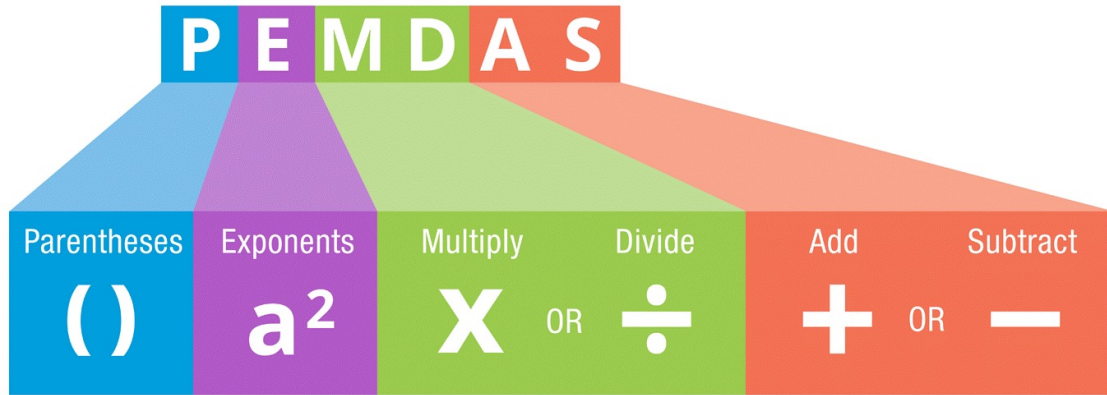


Conceptual model

Named concept, phenomenon or series of ideas, showing how information is structured and used.

1. Thought Models
2. Visual frameworks
- 3. Mnemonics**

Acronym



Increase Fundraising IMPACT with AFP

AFP ensures every school at Columbia has **access to the central support resources** they need to create their **most effective campaigns** and build an **even stronger annual giving program**.

Aligning our efforts with this integrated fundraising approach comes with many benefits that amplify our collective IMPACT.



INTEGRATED

Collaborating with AFP helps ensure our fundraising campaigns are **cohesive, streamlined and consistent**, which increases their impact. With AFP support, fundraising **partners get time back** for calls, visits, strategy, communications, and other important activities that impact **donor engagement**.

MALLEABLE

Working with AFP leaves plenty of room for the **personalization** that makes donors feel seen and appreciated, and allows for a more **strategic use of unit-specific** messaging where it can have the biggest impact.

PROFICIENT

Your AFP partners are not only trusted **marketing experts** but also adept at using the tools of the trade, and they can now bring their collective **experience, strategic recommendations, and deep knowledge** of best practices to your campaigns, without fees.

ALTRUISTIC

Integrated fundraising with AFP makes it easier for you to **prioritize the donors**, ensuring a smoother and more cohesive giving experience that takes **their needs, life stage, motivations, and communication preferences** into consideration.

CREATIVE

Thanks to the additional resources that come with AFP partnership, you'll be able to try **innovative tactics**, experiment with **cutting-edge technology**, and expand your repertoire of fundraising tools through **testing and learning**.

TRANSPARENT

With DataHub, AFP can **efficiently and strategically optimize** your campaigns using **performance data** from schools across Columbia. This shared approach to measurement and optimization not only **saves you time and money**, but also contributes to **increased giving**.

Rhyme

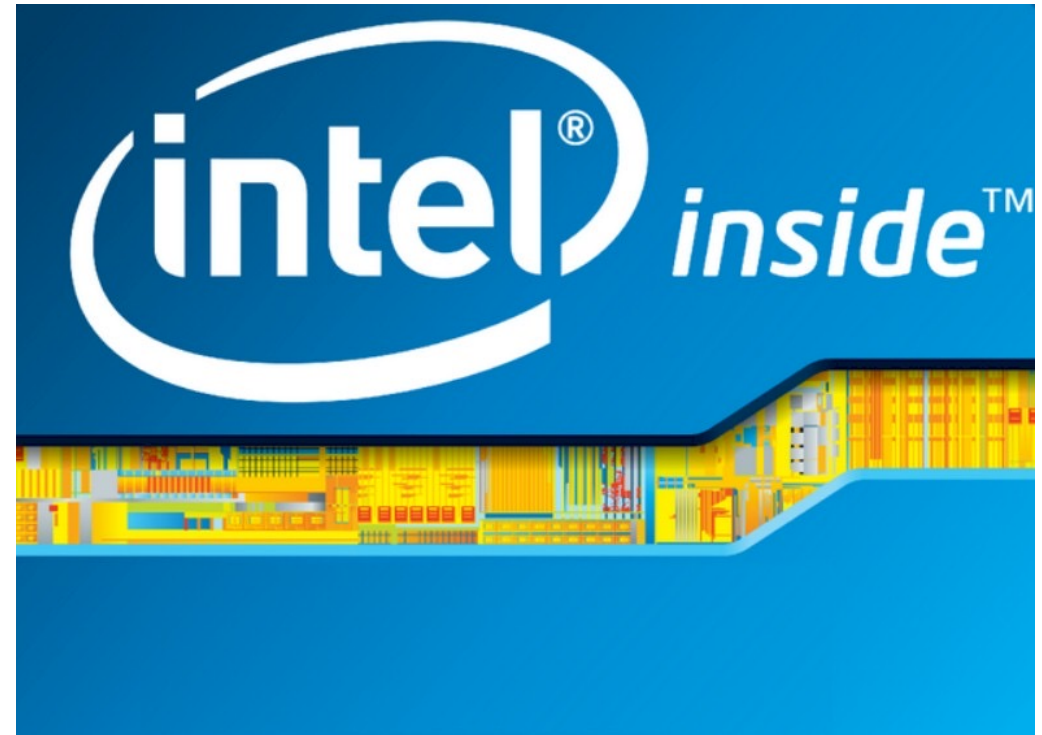


“I before E,
Except after C,
Or when sounding
like A
As in neighbor or
weigh.”

Consonance / Repetition

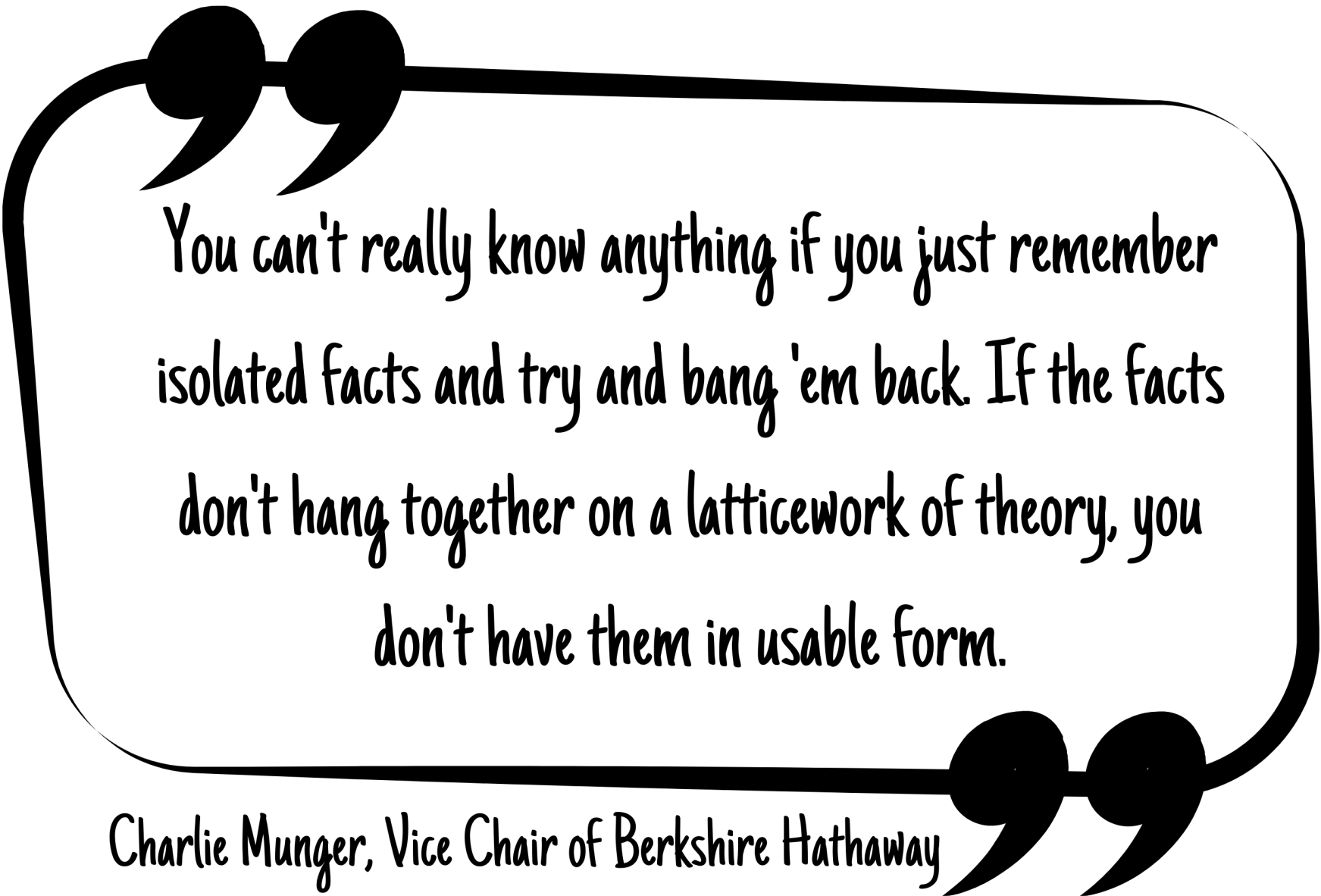


**The
Quicker
Picker
Upper**





Why Modeling & Branding Is Important

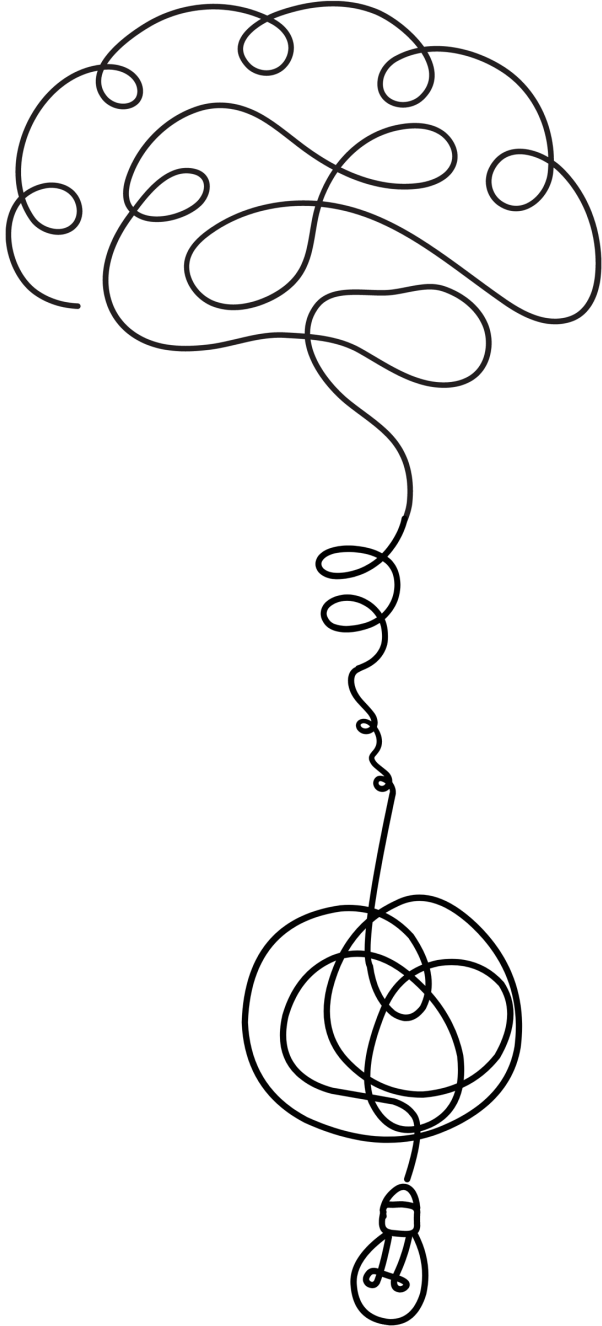


You can't really know anything if you just remember isolated facts and try and bang 'em back. If the facts don't hang together on a latticework of theory, you don't have them in usable form.

Charlie Munger, Vice Chair of Berkshire Hathaway

Why modeling & branding is important (SMB)

1. Simple



Recognize this mid-1800s polymath?

- polymath: civil engineer, economics, math, physics, sociology, philosophy, politics
- He put all this together for his his first work, *Cours d'économie politique* (1896–97) which contained a mathematical formulation in which he attempted to prove that the [distribution of incomes](#) and wealth in society is not random and that a consistent pattern appears throughout history, in all parts of the world and in all societies.

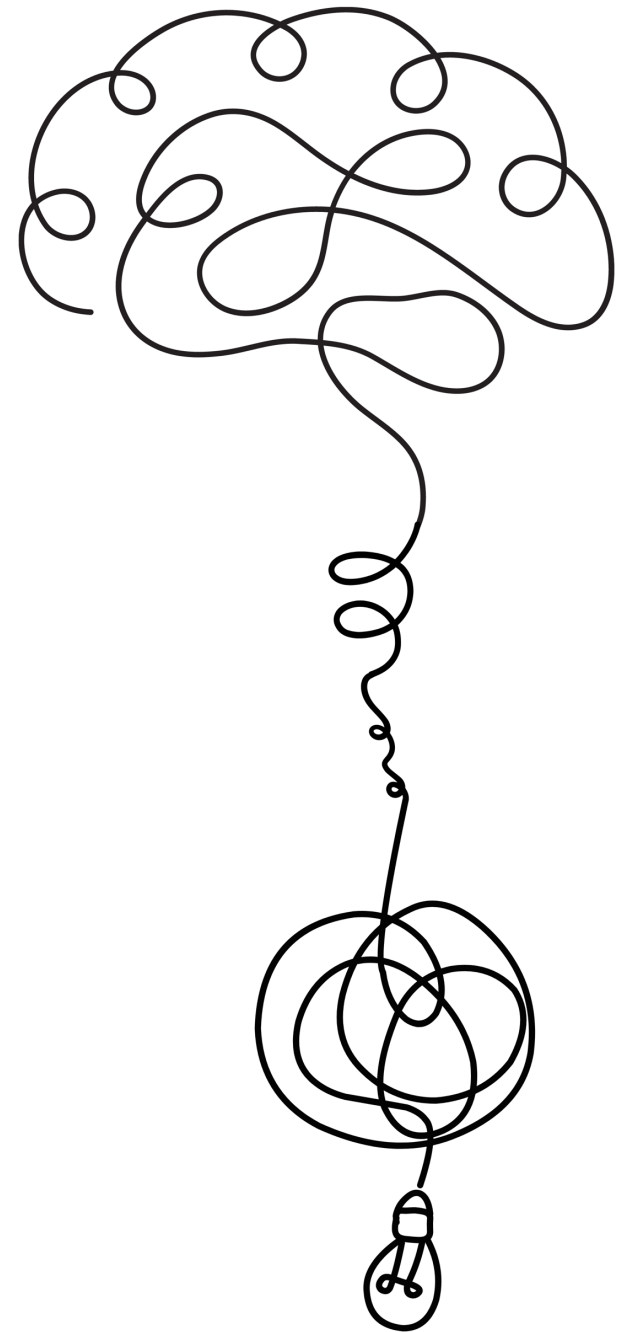


“Pareto Principle” is so much simpler



Why modeling & branding is important (SMB)

1. Simple
- 2. Memorable**



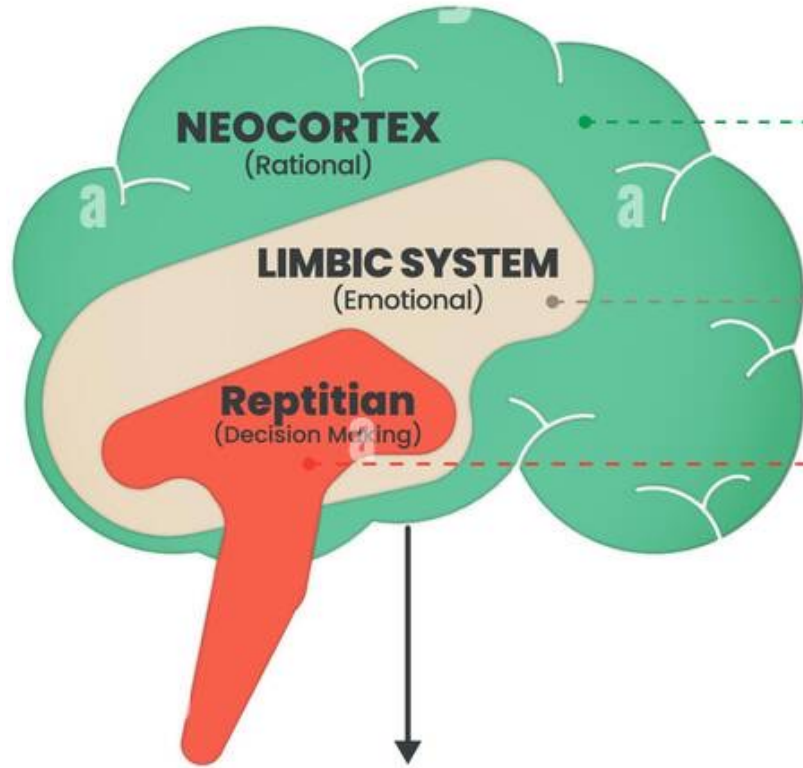
THE GOLDEN CIRCLE AND THE BRAIN

Simon Sinek

Human Brain

Start with WHY

Golden Circle



Passion (Inside-out)

OUTCOMES

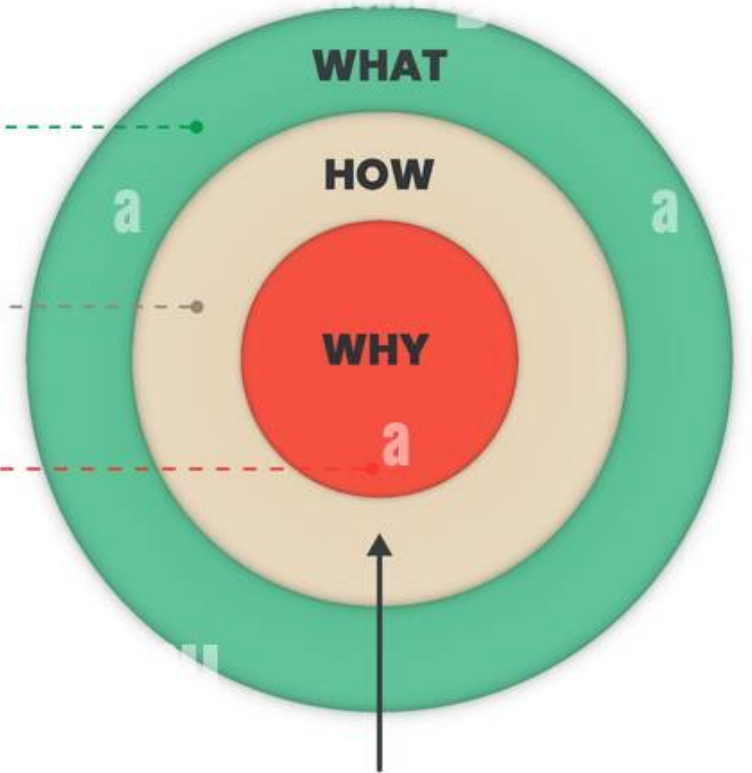
Results or tangible Manifestation of our Why, What you want to achieve.

PROCESS

Action we take, what you do, Habits, System, Routine

IDENTITY

Intrinsic Motivation, Worldview, Beliefs, Purpose, Cause, Self-Image who you wish to become, why you do it, Driving force behind everything we do.



Policing (Outside-in)

A BUSINESSWEEK BESTSELLER

One of *Inc.* Magazine's
Top 10 Marketing Books of All Time

CROSSING THE CHASM

MARKETING AND SELLING
DISRUPTIVE PRODUCTS TO
MAINSTREAM CUSTOMERS

3RD EDITION

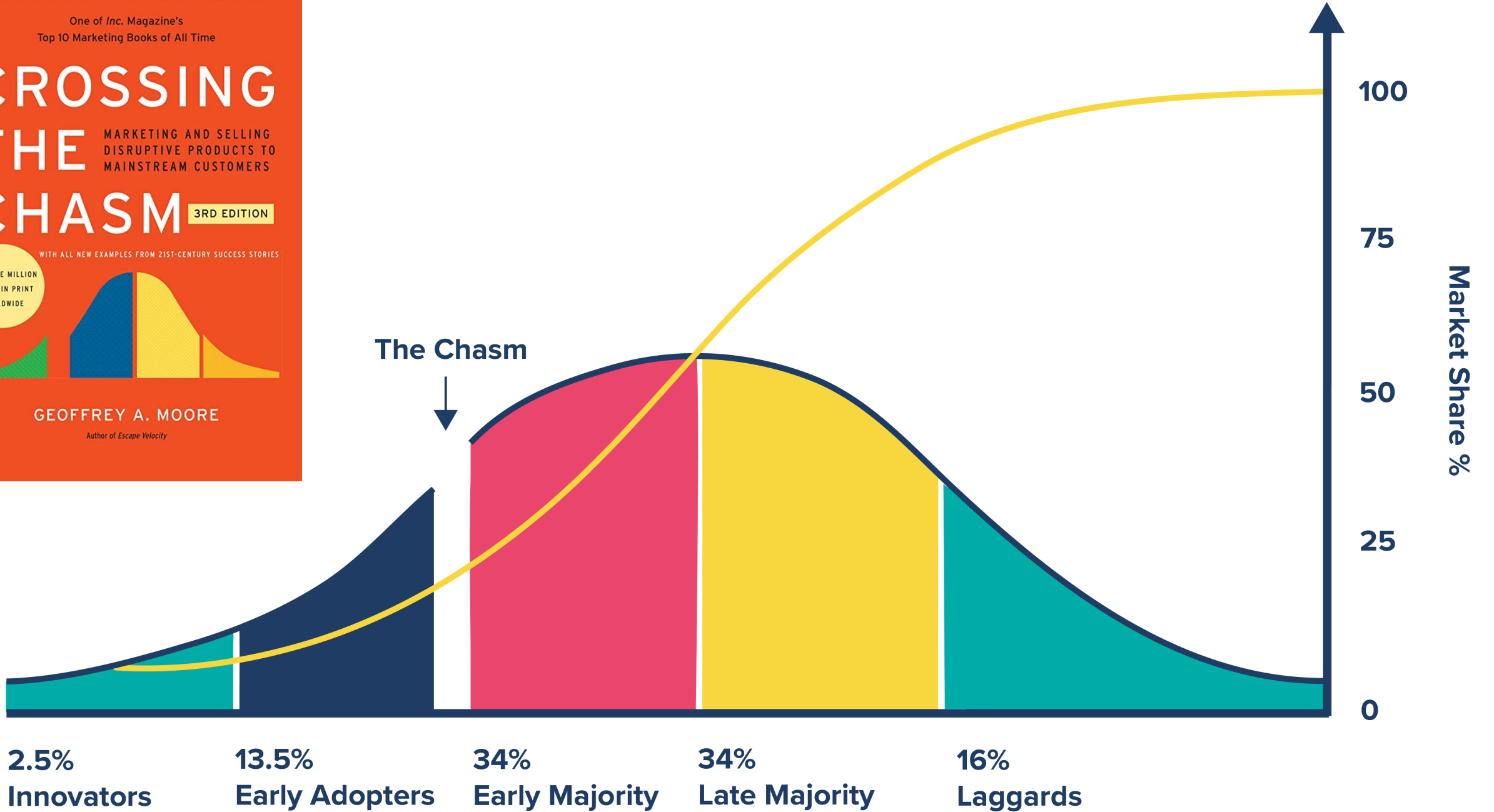
WITH ALL NEW EXAMPLES FROM 21ST-CENTURY SUCCESS STORIES

OVER ONE MILLION
COPIES IN PRINT
WORLDWIDE



GEOFFREY A. MOORE

Author of *Escape Velocity*



Getting Things Done

the art of stress-free productivity

from the New York Times bestselling author

David Allen



WHAT IS GTD?

5 simple steps to a more productive life

Step 1



CAPTURE

Capture anything that crosses your mind – nothing is too big or small! These items go directly into your inbox.

Step 2



CLARIFY

Process what you've captured into clear and concrete action steps. You'll decide if an item is a project, next action, or reference material.

Step 3



ORGANIZE

Put everything in the right place: Add dates to your calendar, delegate action items, file away reference materials, sort your tasks, and more.

Step 4



REVIEW

Frequently look over, update, and revise your lists. Do smaller daily reviews and bigger weekly ones.

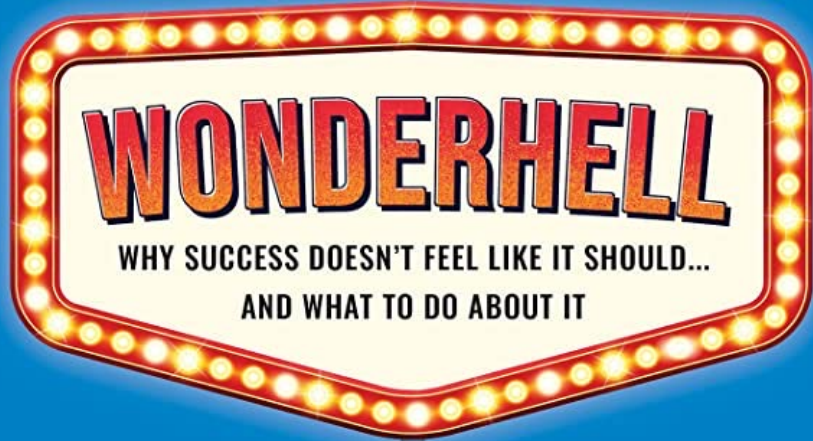
Step 5



ENGAGE

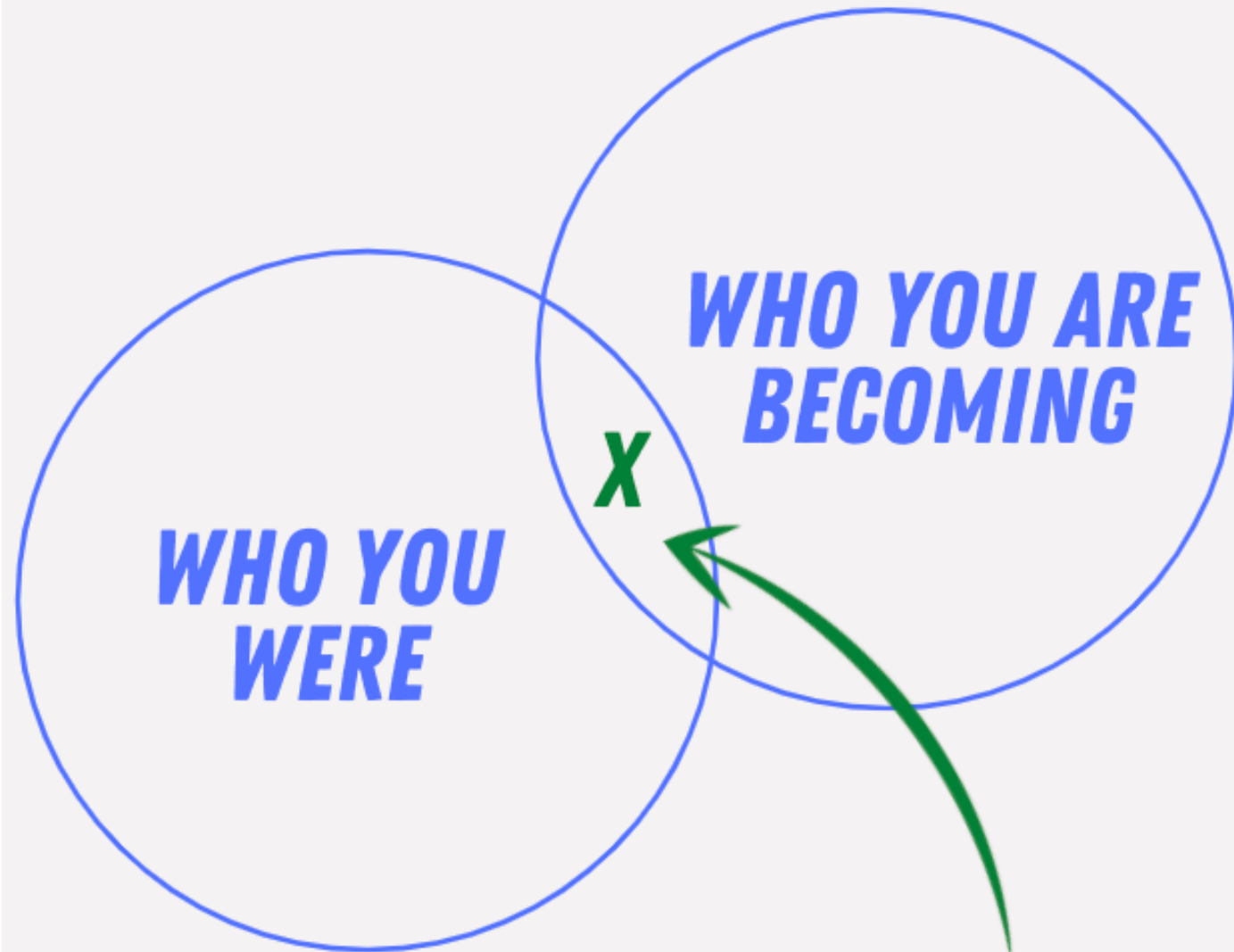
Get to work on the important stuff. Use your system to know exactly what to work on when.

"Lucky for you - Laura Gassner Otting is here ...
to teach you to achieve your dreams and the success you deserve."
—MEL ROBBINS, #1 *NY Times* bestselling author of *The 5 Second Rule*



LAURA GASSNER OTTING

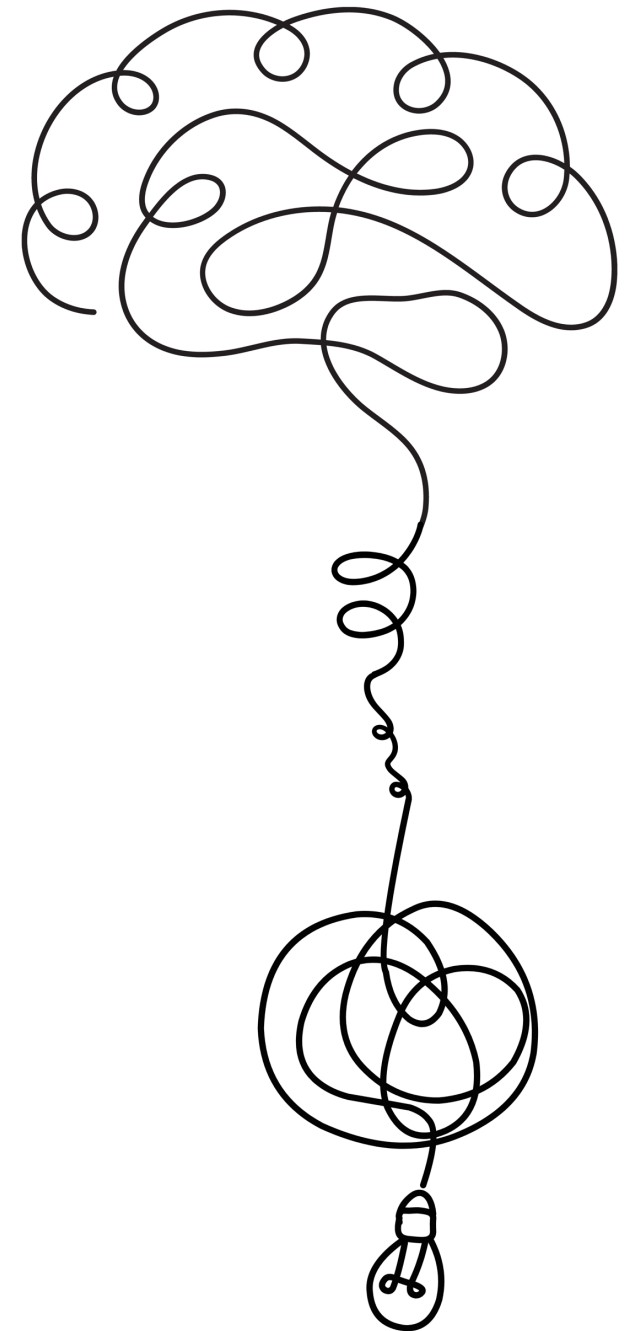
National bestselling author of *Limitless*



WONDERHELL

Why modeling & branding is important (SMB)

1. Simple
2. Memorable
- 3. Buildable**



A medium shot of Sally Hogshead, a woman with shoulder-length, wavy brown hair, wearing a light blue top and a thin gold necklace. She is looking slightly to the right of the camera with a neutral expression. The background is a soft-focus blue and purple studio setting.

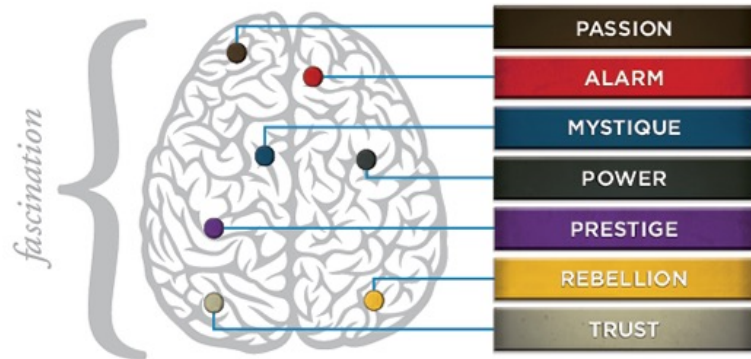
SALLY HOGSHEAD

BRANDING EXPERT & AUTHOR



The 7 TRIGGERS of FASCINATION

COMPLETE 7 TRIGGER LIBRARY



IDENTIFYING HOW THE 7 TRIGGERS CAN HELP YOU COMMAND ATTENTION, CAPTIVATE CUSTOMERS, AND ATTRACT NEW FANS

SALLY HOGSHEAD

THE 7 TRIGGERS OF FASCINATION AN INTRODUCTION

Managers and HR leaders will find it enormously helpful to understand each employee's fascination advantage. Only then can they begin to nurture and maximize that natural advantage.

Let's be clear: There is not one trigger that's better than another. However, you can predict an employee's behavior and results and sales style, depending on their trigger. And, certain triggers are suited to certain tasks or goals, and not others.

For instance, if you want a project to stay on a schedule and a budget, hire someone with a primary ALARM or TRUST, because they fascinate with reliability. (In this example, you would not want to hire a primary REBELLION personality, since those types fascinate with creativity and change, rather than stability.)

On the other hand, if you want a salesperson who can quickly build chemistry with customers and spark an emotional bond with co-workers, recruit someone with a primary PASSION.

So far, so good.

Yet a personality does not merely use *one* trigger. That's too simplistic. We each use a combination of triggers, in different proportions.



Two triggers intersect to form a unique personality



HOW DID WE DEVELOP THE FASCINATION ADVANTAGE SYSTEM?

The first research was published in *FASCINATE: Your 7 Triggers of Persuasion and Captivation*, published by HarperCollins and translated into 14 languages. We've conducted studies with global market research firm Kelton Research, and led employee training with Fortune 500 companies. Our most critical research includes the 80,000 participants of the F-Score personality test, which has now been re-launched as The Fascination Advantage.

THE 7 ADVANTAGES OF FASCINATION

IF YOUR PRIMARY ADVANTAGE IS	HOW YOU OPERATE	WHO YOU ARE	HOW TO FASCINATE
INNOVATION	You change the game	Creative, Visionary, Entrepreneurial	Invent creative solutions that tweak tradition
PASSION	You immediately create connections	Expressive, Intuitive, Engaging	Apply your natural optimism and energy to instantly build relationships
POWER	You're in command of the environment	Confident, Goal-Oriented, Decisive	Become the opinion of authority
PRESTIGE	You immediately earn respect for your results	Ambitious, Results-Oriented, Respected	Use admiration to raise the value of yourself and your company
TRUST	You build loyalty with stability and dependability	Stable, Dependable, Familiar	Repeat and reinforce patterns
MYSTIQUE	You reserve yourself and your communication for "best and highest" use	Independent, Logical, Observant	Keep the focus on results, no drama. Carefully select what you reveal
ALERT	You incite immediate and urgent action	Proactive, Organized, Detailed	Keep your team focused on deadlines, structure and potential negative consequences



HOWTO FASCINATE

DISCOVERED BY SALLY HOGSHEAD

THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD
 DISCOVER MORE AT HOWTOFASCINATE.COM
 EMAIL: HELLO@HOWTOFASCINATE.COM
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		SECONDARY FASCINATION ADVANTAGE®						
		INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care
PRIMARY FASCINATION ADVANTAGE®	INNOVATION You change the game with creativity	THE ANARCHY Volatile • Startling Chaotic	THE ROCKSTAR Bold • Artistic Unorthodox	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE TRENDSETTER Cutting-Edge • Elite Progressive	THE ARTISAN Deliberate • Thoughtful Flexible	THE PROVOCATEUR Clever • Adept Contemporary	THE QUICK-START Prolific • Thorough Diligent
	PASSION You connect with emotion	THE CATALYST Out-of-the-Box • Social Energizing	THE DRAMA Theatrical • Emotive Sensitive	THE PEOPLE'S CHAMPION Dynamic • Inclusive Engaging	THE TALENT Expressive • Stylish Emotionally-Intelligent	THE BELOVED Nurturing • Loyal Sincere	THE INTRIGUE Discerning • Perceptive Considerate	THE ORCHESTRATOR Attentive • Dedicated Efficient
	POWER You lead with command	THE CHANGE AGENT Inventive • Untraditional Self-Propelled	THE RINGLEADER Motivating • Spirited Compelling	THE AGGRESSOR Dominant • Overbearing Dogmatic	THE MAESTRO Ambitious • Focused Confident	THE GUARDIAN Prominent • Genuine Sure-Footed	THE MASTERMIND Methodical • Intense Self-Reliant	THE DEFENDER Proactive • Cautionary Strong-Willed
	PRESTIGE You earn respect with higher standards	THE AVANT-GARDE Original • Enterprising Forward-Thinking	THE CONNOISSEUR Insightful • Distinguished In-the-Know	THE VICTOR Respected • Competitive Results-Oriented	THE IMPERIAL Arrogant • Cold Superior	THE BLUE CHIP Classic • Established Best-In-Class	THE ARCHITECT Skillful • Restrained Polished	THE SCHOLAR Intellectual • Disciplined Systematic
	TRUST You build loyalty with consistency	THE EVOLUTIONARY Curious • Adaptable Open-Minded	THE AUTHENTIC Approachable • Dependable Trustworthy	THE GRAVITAS Dignified • Stable Hardworking	THE DIPLOMAT Levelheaded • Subtle Capable	THE OLD GUARD Predictable • Safe Unmovable	THE ANCHOR Protective • Purposeful Analytical	THE GOOD CITIZEN Principled • Prepared Conscientious
	MYSTIQUE You communicate with substance	THE SECRET WEAPON Nimble • Unassuming Independent	THE SUBTLE TOUCH Tactful • Self-Sufficient Mindful	THE VEILED STRENGTH Realistic • Intentional To-the-Point	THE ROYAL GUARD Elegant • Astute Discreet	THE WISE OWL Observant • Assured Unruffled	THE DEADBOLT Unemotional • Introverted Concentrated	THE ARCHER On-Target • Reasoned Pragmatic
	ALERT You prevent problems with care	THE COMPOSER Strategic • Fine-Tuned Judicious	THE COORDINATOR Constructive • Organized Practical	THE ACE Decisive • Tireless Forthright	THE EDITOR-IN-CHIEF Productive • Skilled Detailed	THE MEDIATOR Steadfast • Composed Structured	THE DETECTIVE Clear-Cut • Accurate Meticulous	THE CONTROL FREAK Compulsive • Driven Exacting

PRIMARY ADVANTAGE

SECONDARY ADVANTAGE

PRIMARY ADVANTAGE	INNOVATION	PASSION	POWER	PRESTIGE	TRUST	MYSTIQUE	ALERT
INNOVATION	THE ANARCHY	THE ROCKSTAR	THE MAVERICK LEADER	THE TRENDSETTER	THE ARTISAN	THE PROVOCATEUR	THE QUICK-START
PASSION	THE CATALYST	THE DRAMA	THE PEOPLE'S CHAMPION	THE TALENT	THE BELOVED	THE INTRIGUE	THE ORCHESTRATOR
POWER	THE CHANGE AGENT	THE RINGLEADER	THE AGGRESSOR	THE MAESTRO	THE GUARDIAN	THE MASTERMIND	THE DEFENDER
PRESTIGE	THE AVANT-GARDE	THE CONNOISSEUR	THE VICTOR	THE IMPERIAL	THE BLUE CHIP	THE ARCHITECT	THE SCHOLAR
TRUST	THE EVOLUTIONARY	THE AUTHENTIC	THE GRAVITAS	THE DIPLOMAT	THE OLD GUARD	THE ANCHOR	THE GOOD CITIZEN
MYSTIQUE	THE WEALTHY	THE SUBTLE TOUCH	THE VEILED STRENGTH	THE ROYAL GUARD	THE WISE OWL	THE DEADBOLT	THE ARCHER
ALERT	THE COMMERCE	THE COORDINATOR	THE ACE	THE EDITOR-IN-CHIEF	THE MEDIATOR	THE DETECTIVE	THE CONTROL FREAK





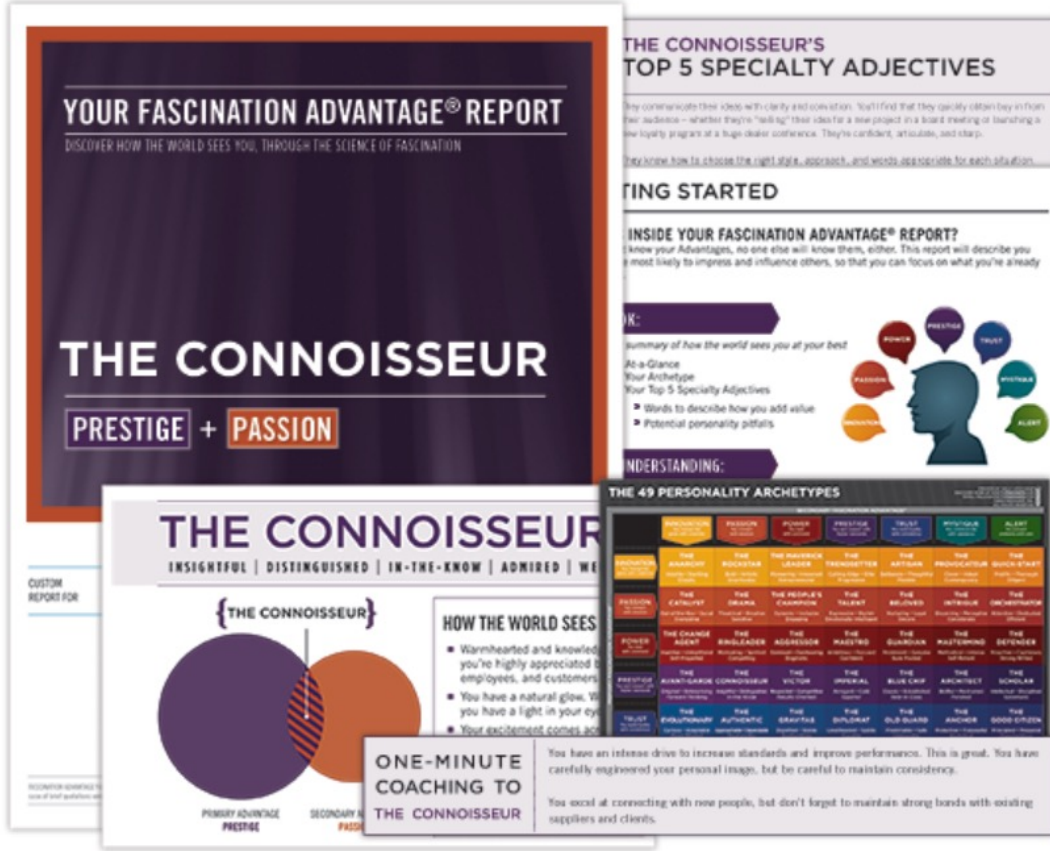
NEW YORK TIMES
BESTSELLER

REVISED AND UPDATED

FASCINATE

HOW *to* MAKE YOUR BRAND
IMPOSSIBLE *to* RESIST

SALLY HOGSHEAD



You're 28 questions away from discovering how you are most likely to impress and influence.

- Incite action.
- Influence opinions.
- Conquer the competition.
- Wow the client.
- Ace the pitch.
- Pique curiosity.

Our proprietary research has helped over a million people, just like you.

Let's get started.

TAKE THE TEST

BRAND NEW

THE CUSTOM ANALYTICS PACKAGE

Want an entirely new way to wow your audience? The Custom Analytics Package offers truly ground-breaking intel about your group, including each individual's most valuable traits as well as an in-depth breakdown of how they function as a group.

With proprietary analytics developed in advance of your event, Sally and her experienced team will energize your group by highlighting how they communicate, perform and lead at their best.





Fascinate®
Test

\$79



One-Hour Personal Brand kit +
Fascinate Test

\$187



Ultimate Personal Brand
Playbook + Fascinate Test

\$697

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- Create breakthroughs for your clients
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- Help clients build their market presence
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- Fine-tune your coaching skills
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Featured products



"The Ace" - Women's Archetype short sleeve t-shirt

\$28.00 USD



"The Anchor" - Men's Archetype short sleeve t-shirt

\$28.00 USD



"The Anchor" - Women's Archetype short sleeve t-shirt

\$28.00 USD



"The Archer" - Women's Archetype short sleeve t-shirt

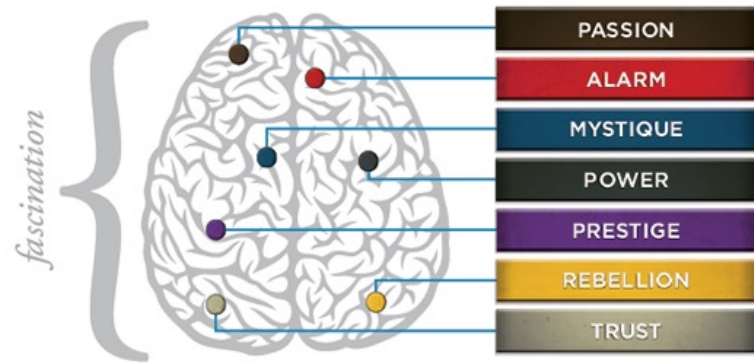
\$28.00 USD



The original list (left) would be hard to build around.
 The model on the right leaves more to build around.

The 7 TRIGGERS of FASCINATION

COMPLETE 7 TRIGGER LIBRARY



IDENTIFYING HOW THE 7 TRIGGERS CAN HELP YOU COMMAND ATTENTION, CAPTIVATE CUSTOMERS, AND ATTRACT NEW FANS

SALLY HOGSHEAD

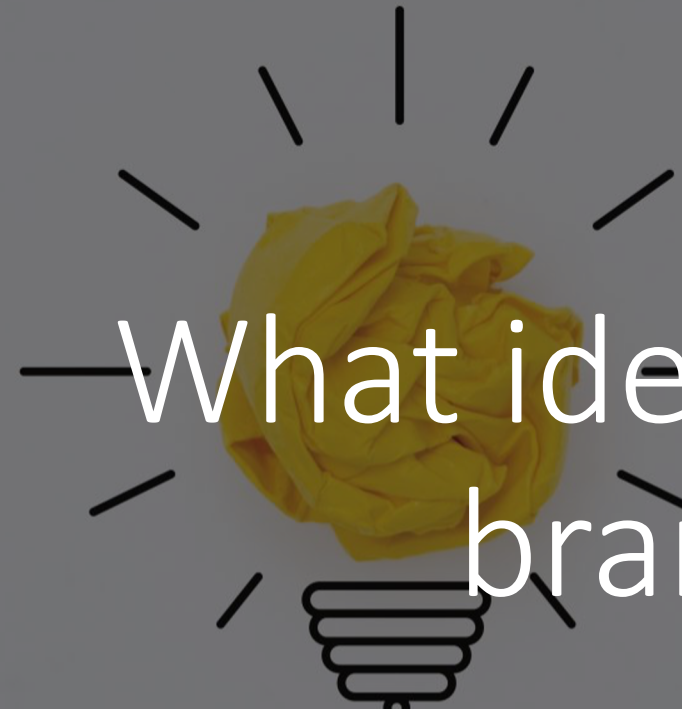
THE 49 PERSONALITY ARCHETYPES

CREATED BY SALLY HOGSHEAD
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HOW TO FASCINATE

DISCOVERED BY SALLY HOGSHEAD

A stylized illustration of a lightbulb. The bulb is drawn with simple black lines, showing the filament and the base. Inside the bulb, there is a crumpled ball of yellow paper, representing a raw idea or concept. Several short black lines radiate from the top of the bulb, suggesting light or inspiration. The entire illustration is set against a dark gray background.

What ideas can we turn into
branded models?

What ideas could you turn into a model?

- **What's something unique that you provide or teach to clients, students, members, or other audiences?**

What ideas could you turn into a model?

- What's something unique that you provide or teach to clients, students, members, or other audiences?
- **What processes do you follow routinely, or instruct others to follow?**

What ideas could you turn into a model?

- What's something unique that you provide or teach to clients, students, members, or other audiences?
- What processes do you follow routinely, or instruct others to follow?
- **What do you do that's different from others in your space (your unique perspective, approach, process, system, etc.)**

What ideas could you turn into a model?

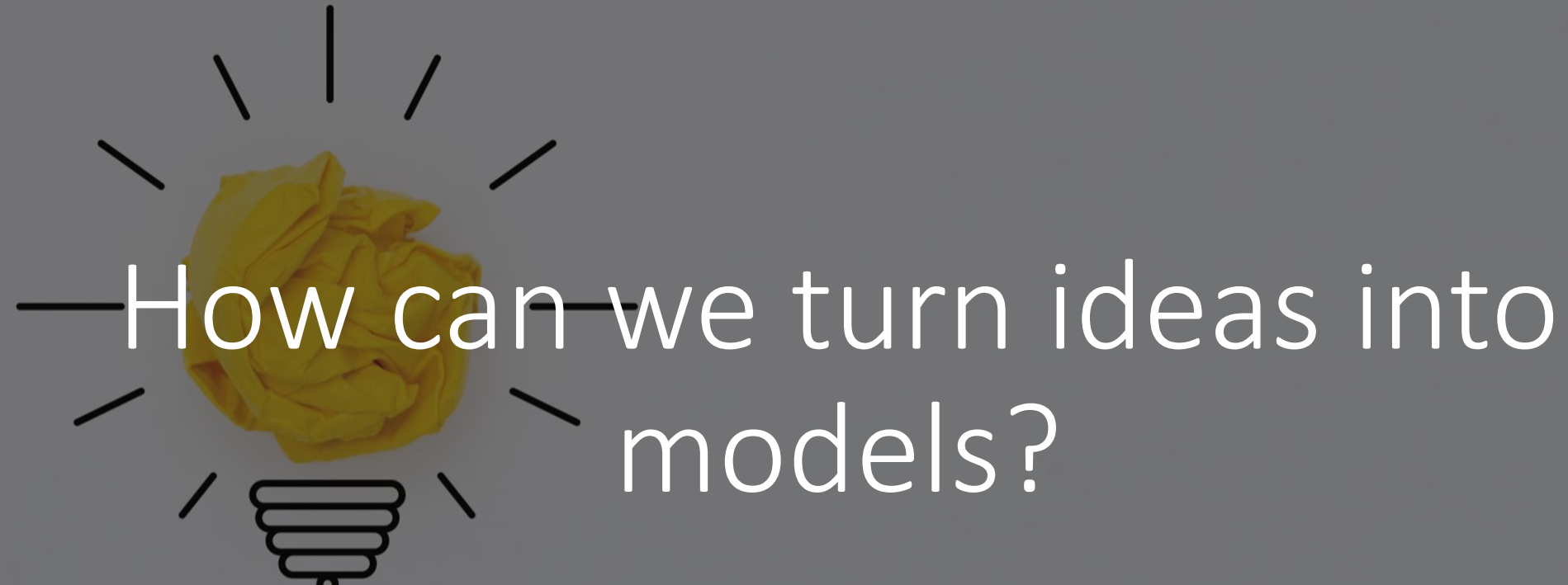
- What's something unique that you provide or teach to clients, students, members, or other audiences?
- What processes do you follow routinely, or instruct others to follow?
- What do you do that's different from others in your space (your unique perspective, approach, process, system, etc.)
- **Is there something you often sketch out when explaining your ideas? (a chart, process, flowchart, etc.)?**

What ideas could you turn into a model?

- What's something unique that you provide or teach to clients, students, members, or other audiences?
- What processes do you follow routinely, or instruct others to follow?
- What do you do that's different from others in your space (your unique perspective, approach, process, system, etc.)?
- Is there something you often sketch out when explaining your ideas? (a chart, process, flowchart, etc.)?
- **If you had to distill what makes you different or special down to a phrase, what would that phrase be?**

What ideas could you turn into a model?

- What's something unique that you provide or teach to clients, students, members, or other audiences?
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- Is there something you often sketch out when explaining your ideas? (a chart, process, flowchart, etc.)?
- If you had to distill what makes you different or special down to a phrase, what would that phrase be?
- **Do you have any rules, requirements, minimums, maximums or other limitations that you abide by or share?**



How can we turn ideas into models?

IRONING Out A Model

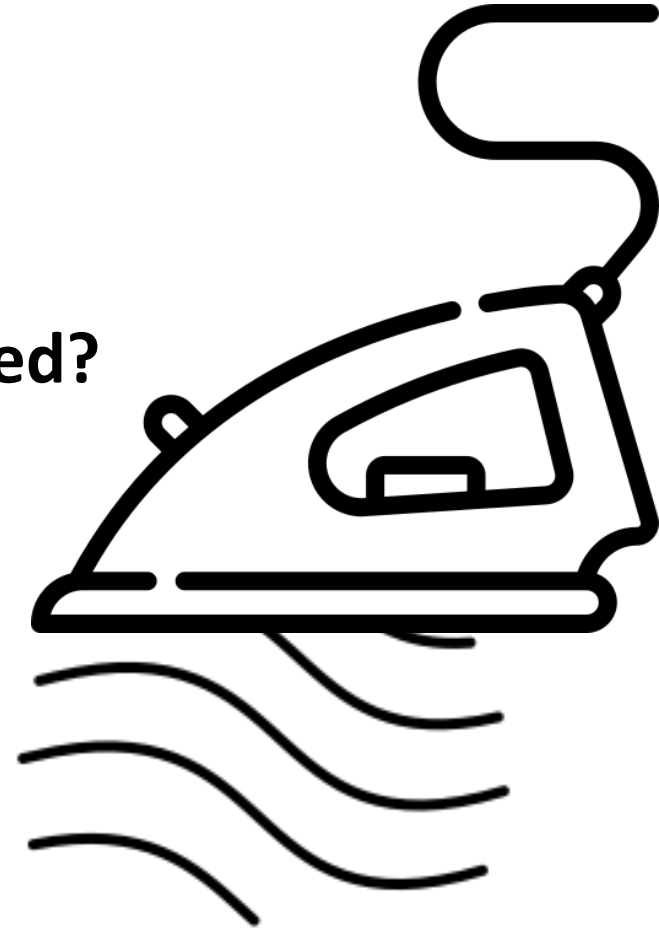
1. Information
2. Relation
3. Operation
4. Name



Information [Key Ideas / Goal]

What are the main information that need to be conveyed?

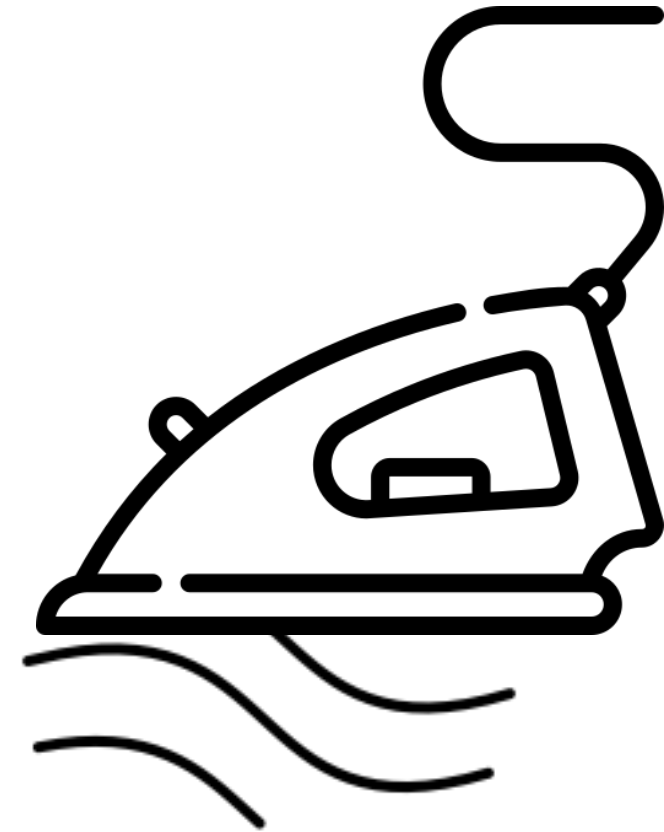
- What's your goal with this model?
- What are the main points?
- Why do they need to know?
- What context is needed?
- What vocabulary is relevant?
- What changes in their thinking or behavior with this info?



Relation [Connection / Shape]

How do these things relate to one another?

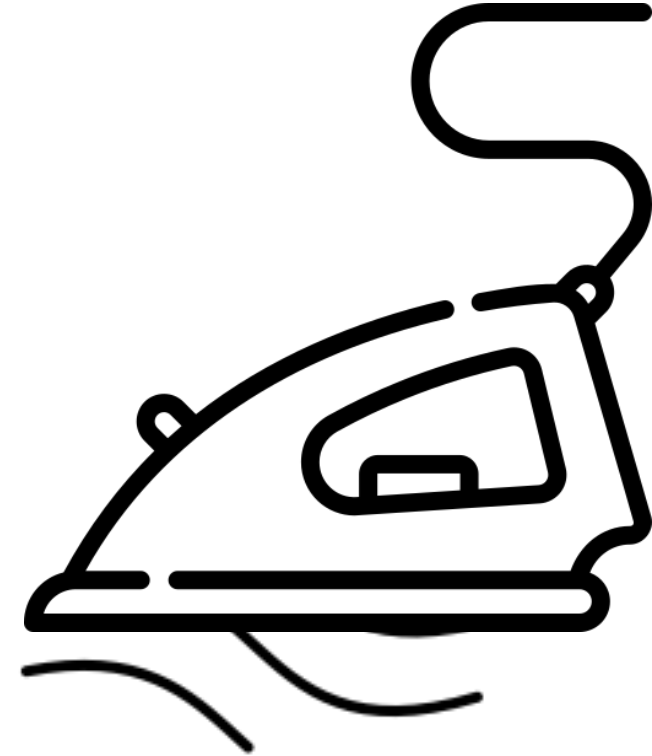
- Are the key ideas equal, or is there a hierarchy?
- Do the key ideas represent similar things or different things?
- Are the key ideas all connected to each other, or only some connect?
- Do the key ideas need to be shared in a specific order?



Operation [Use / Movement]

How do people operate / use the model?

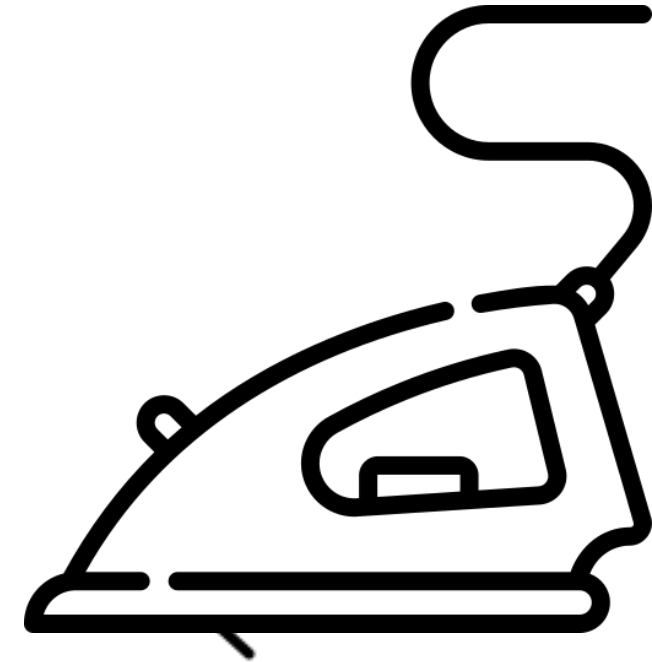
- Do they move through it?
 - Process, stages, phases, evolution, cycle, method
- Do they move up/down it?
 - Progress, growth, maturity,
- Do they plot on it or within it?
 - Matrix, chart, map, categories, assessment
- Do they reference it?
 - List, characteristics, options, criteria,



Name [Reference] ((ALWAYS NAME LAST!))

What name can succinctly refer to the model?

- Lead with your **I**nformation
 - “3 Ps” (People, Process, Product)
- Lead with **R**elation:
 - Marketing Funnel, The Food Pyramid
- Lead the **O**peration (process, outcome)
 - Scientific Method, How to Fascinate, Start With Why
- Lead with **N**ame (lol, so meta)
 - Heimlich Maneuver, Pareto Principle, The Bechdel Test, Darwinism

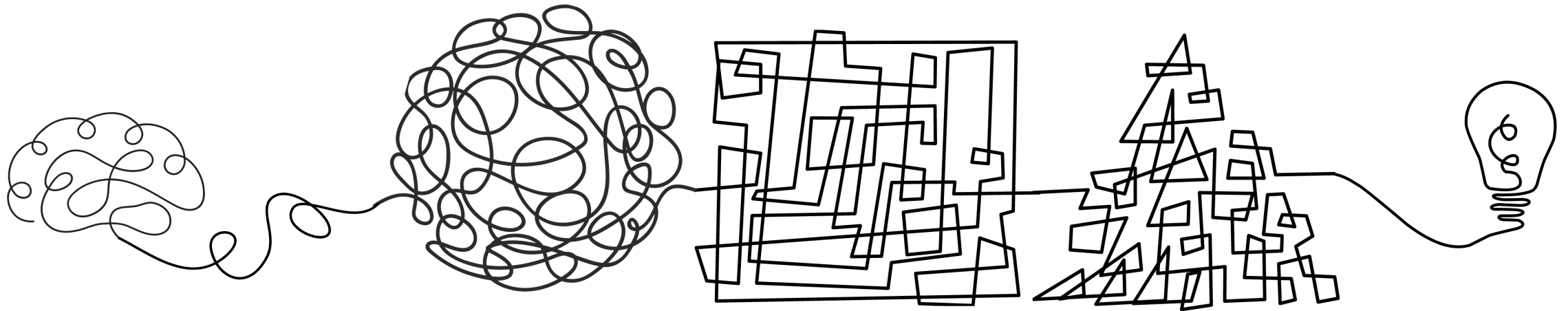


IRONING Out A Model

1. Information
2. Relation
3. Operation
4. Name



Branding & Modeling Your Big Ideas



Melanie Deziel, for Creator Kitchen