



Are You A Beloved Brand?

You know that person...the one who seems to make everyone better. The kind of person who lights up a room. The one who people are excited to see upon arrival and sad to have leave. Of course there is that other type...the one that sucks the air out of you. The one that is so self-focused that you can't wait to break away.

Whether it is our personal brand or our corporate brand, "belovedness" and "brand loyalty" are linked to how much love we offer to others. In business, I ascribe to Peter Senge's definition of love - the genuine care and concern for someone else's growth and development. So here are a few questions to assess your corporate belovedness:

1. Does your business routinely send customers to a competitor if you don't have the ideal product for that customer and your competitor does?
2. Do you seek to maximize the transparency of your pricing?
3. Do you take the time to understand what your customers value and what will make them successful?
4. Do you strive to deliver not only quality products but an experience that resonates with your customers' values?
5. Do you honor your customers' time and demonstrate your respect for them while also showing your appreciation?

I don't know about you, but companies that say yes to the five questions above actually earn my love! The rest are just holding a place for my business until a more beloved company comes along.

Timeless Wisdom

"What would you do if you weren't afraid?" - Sheryl Sandberg

The Best of the Blog:

Would you have your wedding at Starbucks? Becoming a Beloved Brand

While I have never heard of a Taco Bell reception, I have been tracking the phenomena of Starbucks weddings and receptions since I worked on my first book about the company back in 2006. For example, an article on Entertainmentwise.com pictorially recounts 13 recent Starbucks wedding receptions. The phenomena of engagements, marriages and receptions at brands like Starbucks or another company about which I have written, Zappos, demonstrates what it means to become a beloved brand. That is not to say that marital unions have to be taking place in your business to prove your belovedness to customers but such actions show how closely a brand connects with the values and identity perceptions of its customers. [Read more.](#)



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