



Greetings From The Michelli Experience!

Is Your Business "Beloved" or just "Beliked?"

In my upcoming book *Leading the Starbucks Way*, I spend a considerable amount of time talking about "beloved brand status." That examination looks at what it takes to move customers up something Graham Robertson, president of the brand strategy and coaching firm [Beloved Brands Inc.](#), calls the Brand Love Curve. I also share the benefits of connecting beyond the level of customer satisfaction and into the realm of beloved lifestyle brand.



So, how do you assess if you are a passion or beloved brand? A common sense evaluation criteria comes from Kate Newlin, author of *Passion Brands: Why Some Brands Are Just Gotta Have, Drive All Night For, and Tell All Your Friends About*. Kate suggests a beloved brand is one "you recommend to friends wholeheartedly, even evangelically - so much so that if they don't embrace it as vigorously as you do, you perceive a cloud over their heads, blocking the sunshine of the brand. . . . The cloud moves on and the friendship remains. But still. What is going on?" Kate's test is fairly simple: if your customers would feel disappointed if their friends aren't as excited about you as they are - you are a passion brand. So here is the action opportunity: Ask your team what it would take to have your customers develop a relationship with your company on par with their relationship with their friends.

Leading the Starbucks Way Is Coming; Leading the Starbucks Way is Coming

To slightly modify the phrase purportedly shouted by Paul Revere, we hope you will heed the call and consider purchasing *Leading the Starbucks Way: 5 Principles for Connecting with Your Customers, Your Products and Your People*. Pre-orders are being taken now for a September release through [Amazon](#) and [Barnes & Noble](#).



Bringing Starbucks Leadership Lessons to YOU



We will be putting considerable energy into speaking about and launching **Leading the Starbucks Way** in the months to come. We would love to stop by and share the practical and powerful leadership lessons culled from Starbucks with your organization. Lynn is an [email](#) or phone call 888-711-4900 away from exploring that possibility with you. If you would like a sneak peak inside the covers of **Leading the Starbucks Way**, simply [email](#) Kelly and she will send a couple of sample chapters to your inbox. Please offer your honest feedback to your social network - or anywhere on line for that matter!

Next Newsletter



I will visit you again in about 3 months with an opportunity for you to win prizes! Who doesn't love prizes? Until then, I remain committed to serving those who seek to serve well!

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