

# re•markable method®



# re•markable

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Re-markable brands tend to diffuse through segments of the population at rocket speed. They're unusual, exceptional, interesting, or excellent. Re-markable things get your attention... in a big way. They impress, excite, and can't help but be talked about by those who've been exposed to them. It's in the "re-markable" where the rubber hits the road. It's where the magic happens. It's the rocket fuel that ignites people to buy and share the news with everyone they know.



# re•markable method®

## WHY RM™?

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This is an intensive by which we uncover your brand's only-ness... the thing that would be missed if the company didn't exist. It's the most difficult to figure out yet the most valuable brand asset second to only the business name itself. Kelly Lucente is the creator of Re-markable Method™ after years of doing this work for corporate marketing teams, entrepreneurs, and solopreneurs. She found that when the work was performed collaboratively, there was more commitment to the final outcome and easier to implement into the marketing mix.



# THE RM™ DETAILS

**60**  
**MINUTE**  
INTAKE  
MEETING

## THE START

You have an initial meeting with Kelly Lucente over the phone or in person to review business and brand status and how the Re-markable Method™ integrates into that workflow as well as a review of expectations. She will assign homework and identify a timeline for the project.





## THE WORKSHOPS

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# PLAN

P A R T • 1

Part one of our work together will be 2-3 hours and includes a review of company goals and objectives as it pertains to the growth of the brand, charting the company's past and future brand milestones, reviewing top competitors and finalizing your brand's SWOT. Some of this will be homework for you ahead of time that will then be reviewed and refined during our time together.

GOALS AND OBJECTIVES • PAST AND FUTURE MILESTONES • COMPETITION • SWOT

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# PLOT

P A R T • 2

We then segue into determining how you're different than your competition in a finite way and how you plan to communicate that externally. This 2-3 hour session is core in defining key differentiators and all supporting talking points to establish a messaging bank for future marketing and content initiatives.

CORE DIFFERENTIATORS • "WHY"

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# POSITION

P A R T • 3

Next, we look at the 7 P's of Only-ness through a different lens. This 2-3 hour session reviews the 7 P's of Only-ness and wordsmiths each to reach for the edges... the disruptive areas that further define your company's uniqueness.

PRODUCT • PLACE • PRICE • PROMOTION • PEOPLE • PROCESSES • PHYSICAL EVIDENCE

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# PROMISE

P A R T • 4

This 4 hour session aggregates all of the previous findings and defines your brand's only-ness by creating a solid only-ness statement.

TOP 10 THINGS YOU ARE ASKED CONSISTENTLY • ONLY-NESS STATEMENT DRAFT • FINAL POSITIONING STATEMENT

# NOW WHAT?

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Once your only-ness has been defined, you'll want to implement it into your marketing mix. For those wanting assistance with that, THE ENCORE is a great option.



## THE ENCORE

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Whereas the Re-markable Method™ is vision and strategy, THE ENCORE focuses on tactics and makes the most sense when implementation is better executed with external assistance utilizing the services of the Re-markable Method™ facilitator who has first hand knowledge of the method and its outcome. Within THE ENCORE you get a series of monthly sessions as well as one annual session (see below for descriptions) for an overall review and pivot, if necessary, for the following year.

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## MONTHLY SESSIONS

These three 90-minute sessions are spent with your marketing team to help implement your new Re-markable Method™ strategy into your marketing mix and help facilitate other marketing initiatives that come up throughout the year. These sessions are scheduled consistently at the beginning, middle, or end of each month with the first session mapping out a timeline of all touchpoints, experiences, and strategies that need to be addressed.

## ANNUAL SESSION

The annual session is a full day with your marketing team to work on your marketing plan to optimize Re-markable Method™ opportunities for the following year. This session can take place whenever it makes the most sense within your annual planning and does not need to bumper the last monthly session.

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## CATEGORIES

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### TOUCHPOINTS

BRAND IDENTITY SYSTEM  
BRAND STYLE GUIDE  
COLLATERAL  
MEDIA  
TOOLS AND OFFERINGS  
VISUAL IMAGERY

### EXPERIENCES

CUSTOMER/BRAND EXPERIENCE  
SOCIAL PRESENCE  
MESSAGING  
ORGANIZATION'S CULTURE  
TONE OF VOICE  
WEBSITE

### STRATEGIES

CONTENT STRATEGY  
MARKETING PLAN

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## THE RESULT

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A solid only-ness brand strategy that is fully integrated into your company culture with clear image, voice, and promise communicated internally and externally in a strategic and cohesive way.

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**THE START** consultation is complementary.

**THE WORKSHOPS** investment is \$15K.

**THE ENCORE** investment is \$4K/mo. for 12 months.

**THE FINE PRINT:**

The Re-markable Method™ WORKSHOPS payment is due in advance of the first workshop. THE ENCORE can be paid either monthly or paid in full in advance, but there must be a full 12 month commitment contract signed before sessions commence. If monthly, payment is due prior to the first session date and each subsequent session date moving forward or the meeting will be canceled. If paid in full, you will receive a discount of \$4,000 (or one free month). Monthly payment or full payment is due prior to the first session date.



**LET'S CONTINUE  
THE CONVERSATION.**

**re**•tool<sup>®</sup>

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