

VINFABULA

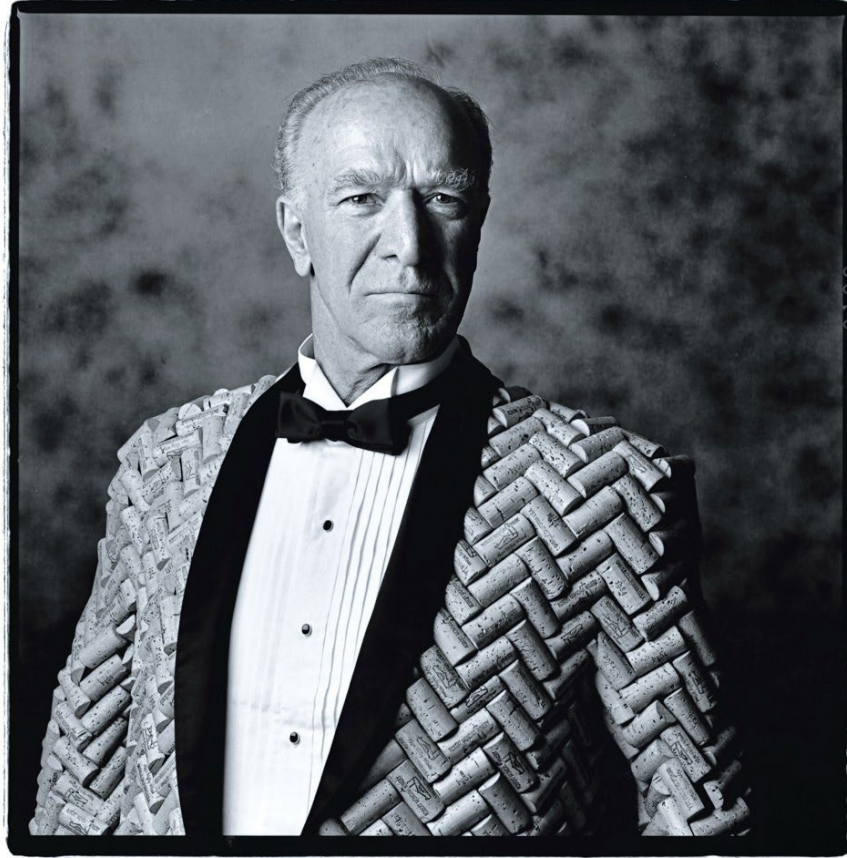


Photo: Jock McDonald

“Make a good wine,
tell a great
story.”

Robert Mondavi

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© Your One Page Winery Brand Story Audit

1. First sober up a little:

Nobody needs wine. Nobody needs your wine.

There are now over 10,000 other wineries in America, all with basically the same talking points.

Customers don't care about your story, unless it makes them care about their own story.

The more complicated it is, the less likely you are to sell anything.

2. Then self-diagnose. See if you have potential for improvement:

Stagnant sales, no growth, operational discord? New ideas tend not to stick for long?

Can you tell from the first page of your website exactly what benefit you offer the customer?

Ask three different staff members what your customer purpose is. Should be exactly the same answer.

Can everyone make independent business decisions correctly based on your identity and mission?

Do you know exactly what challenge/dilemma/fear/problem/discomfort you solve for your customer?

3. How to start fixing things:

List everything you are not, things you don't stand for, things you can't offer. Be the alternative.

Story audit your business - what do you say, your people say, your peers, your customers beliefs.

Identify your truth. Declare how your brand/wines will help the customer triumph.

Choose one enemy/challenge to defeat. Choose one plan of action to do it.

Whoever sails closest to their truth wins. Whoever says the most, fastest, with the least words, wins.

Clarify the outcome for the customer. Why should they care?

4. Now align everything:

Slowly but surely, align everything to your rejuvenated brand story truth.

Align the message from furnishings to fonts, from language to landscaping.

Follow the idea relentlessly. Be broadly creative - within a very focused identity.

5. Get there faster with a fresh outside perspective:

Ask an independent industry veteran to give you some measure of guidance. (We can do that)