

MORR

THE



ULTIMATE GUIDE TO

*humanizing
your brand* ↗



THIS ULTIMATE GUIDE IS DESIGNED TO
HELP YOUR BRAND THINK THROUGH WAYS
TO PROFITABLY GROW ONLINE AND
CONNECT WITH YOUR TARGET AUDIENCE



INTRODUCTION

AT MORR OUR MISSION IS TO MAKE BRANDS MORE HUMAN.

HUMANIZED BRANDS UNDERSTAND THE POWER OF AUTHENTICITY IN EVERYTHING THEY DO AND DON'T SETTLE FOR AVERAGE INTERACTIONS. TODAY, BUSINESSES NEED TO CONNECT WITH HUMANS, AND HUMANS NEED SOLUTIONS TO THEIR PROBLEMS. WITH OVER 213 MILLION COMPANIES WORLDWIDE, THERE'S NO SURPRISE THAT SO MANY GET LOST IN THE SEA OF COMPETITION. THE REAL CHALLENGE IS TO DIFFERENTIATE YOURSELF.

THIS GUIDE IS DEDICATED TO SHARING A BIT OF OUR PHILOSOPHY ON SOME OF THE WAYS WE HELP OUR CLIENTS SUCCEED ONLINE.

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STEP ONE

THE FIRST STEP IS

culture



START OBJECTIVELY FROM THE INSIDE AND EVALUATE YOUR CULTURE. A QUESTION TO ASK IS: WOULD SOMEONE WANT TO BE A PART OF YOUR ORGANIZATION?

EVALUATING YOUR CULTURE AND DETERMINING IF THE AVERAGE PERSON WOULD WANT TO BE A PART OF IT. MOST OF THE REASONS WHY BUSINESSES FAIL ARE NOT BECAUSE THEY HAVE A BAD PRODUCT BUT BECAUSE THEIR LEADERSHIP SUCKS.

ATTENTION

is the key to success



STUDY AND IMPLEMENT THESE THREE: FAMILIARITY, TRUST, AND AUTHORITY

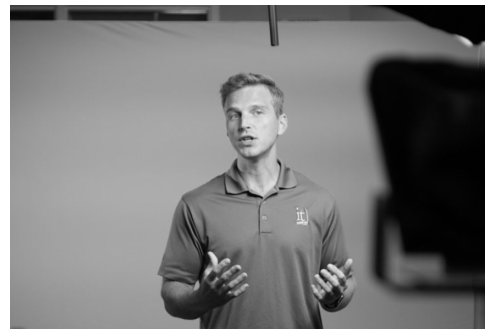
THIS IS A LONG-TERM SEQUENTIAL APPROACH THAT FRANKLY MOST BRANDS AREN'T WILLING TO DO. THEREFORE THEY JUST STAY IN THE LANE OF MEDIOCRITY.

AUTHORITY TAKES PLACE WHEN YOU CAN ACTUALLY GET THE TRANSACTION. THE MOMENT YOU DECLARED YOUR FAVORITE RESTAURANT IS THE MOMENT THAT THE RESTAURANT GAINED AUTHORITY IN YOUR LIFE. IT TAKES TIME FOR PEOPLE TO EVEN WALK IN THE DOOR.

IT'S WORTH GETTING PEOPLE TO WALK IN THE DOOR.

GET ACTIVE ONLINE. START TALKING TO YOUR AUDIENCE ASAP.

BE WILLING TO PIVOT *for your customer*



LISTEN TO WHAT YOUR CUSTOMERS WANT AND DELIVER ON IT. BE WILLING TO EVOLVE YOUR PRODUCT, POSITIONING, SERVICE OFFERINGS, SYSTEMS, AND BUSINESS PLAN. DEVELOP FEEDBACK LOOPS/CADENCES TO CONTINUE IMPROVING.

MAINTAIN A GROWTH MINDSET AT ALL TIMES



FIND GROWTH LOOPS AND RUN AFTER THEM. A GROWTH LOOP IS A SYSTEM THAT STARTS WITH ACQUIRING USERS AND THEN KEEPING THEM ENGAGED BY PROVIDING VALUE.



DON'T SACRIFICE *on quality*



DON'T SETTLE FOR LESS. IF IT'S NOT QUALITY, IT'S NOT GOOD. EVERYONE STARTS SOMEWHERE BUT WHERE YOU START IS NOT WHERE YOU SHOULD SETTLE. THAT'S WHY CRAPPY WEBSITES EXIST. THE OWNER SETTLED TO SUCK. BUILD A SLEEK ONLINE PRESENCE AND DECIDE HOW YOU'RE GOING TO ADD TRUE VALUE. HIRE A PRO.

BE A HUMAN... *but a business too.*



BE A HUMAN. BE LIKABLE, KNOWLEDGEABLE, CONSISTENT, AND TRUSTWORTHY. START WITH HOW YOU PRESENT YOURSELF ONLINE AND BUILD LONGEVITY WITH THE CUSTOMER EXPERIENCE. BE THE 1%.

HUMANIZED BRANDS UNDERSTAND THE POWER OF AUTHENTICITY IN EVERYTHING THEY DO AND DON'T SETTLE FOR AVERAGE INTERACTIONS.

