Touch Point^{2™} Unique Process Overview

$\begin{array}{c} \textbf{STEP 4:} \\ \textbf{The Culture Creator}^{\text{TM}} \end{array}$

Capture Your Conviction™

Where your previous experiences with branding may have limited its impact to the sales and marketing realms,

Second Summer advocates strategic deployment of your Unique Story as a 360° relationship model. For each layer of your relationships, we strategize opportunities,

create support tools and coach you to the highest and best use of your tools.

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Unique Story Coaching in

STEP 1: The Mutual Magnet TM

Our pre-engagement process is truly a mutual interview. Like our clients, we seek a small quantity of high quality continuous relationships. Whether or not we engage, this step will increase your clarity about your brand-related challenges and opportunities.

STEP 3:

The Brand Leak DiagnosisTM

We evaluate the many touch points that occur between you and your prospects, clients and centers of influence. We assess the current perception and how it needs to expand or shift. We provide a Brand Leak Diagnosis Report that allows us to prioritize, and begin working toward your ideal.

STEP 2: The Unique Story Revealer $^{\mathrm{TM}}$

We pose a series of provocative spontaneous questions that ultimately reveal your Unique Story.

This discovery process alone dramatically increases clarity about what distinguishes you from all others who claim to do what you do.



Unique Story Coaching

Second Dummer

The Exchange Experience™

Experience Shared Purpose."