

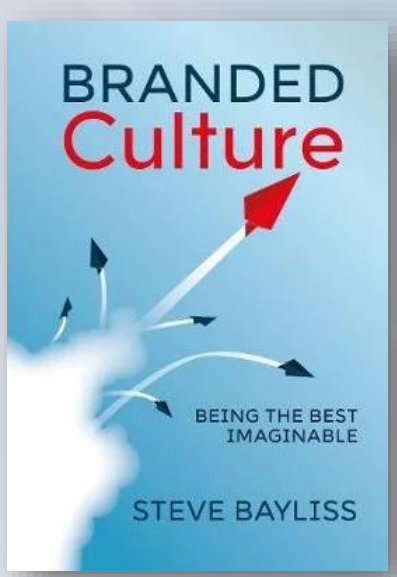




MASTERCRAFT®

Keynote Speaker

Steve Bayliss





We're going to talk about building brands, winning sales, inspiring customers, and stuff like that… at least that's the brief.

But let's set some context.

"What are you thinking?"

What's the true answer

Autopilot brain

- Lacks intentionality and doesn't engage with its surroundings
- Misses opportunities to learn and grow
- Lacks reflection on actions and consequences



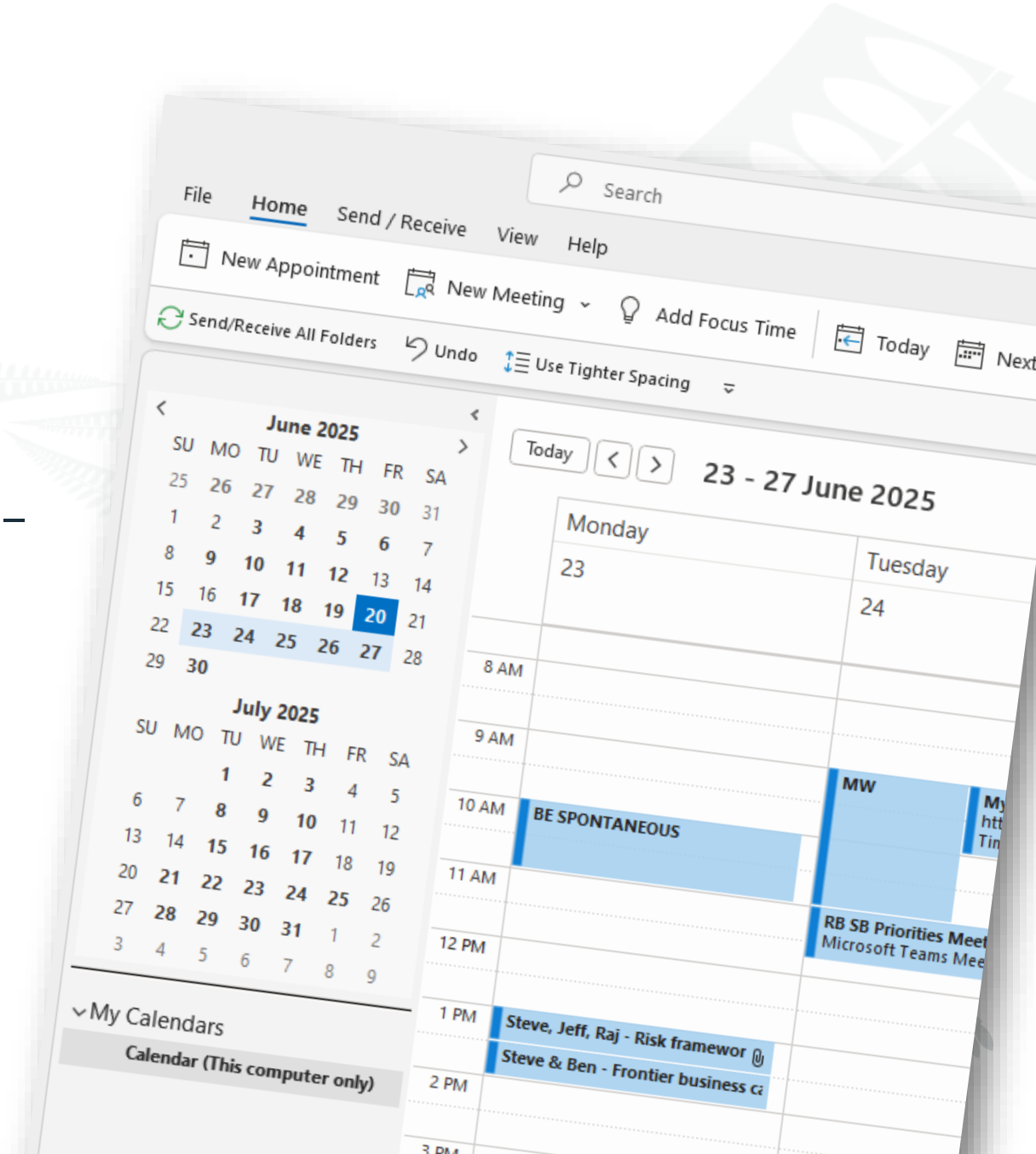
PLAYING TO WIN

So, change is hard. Yet that's what we're here to do.

But, if we honestly reflect, a lot of inspiration and intention goes to waste.

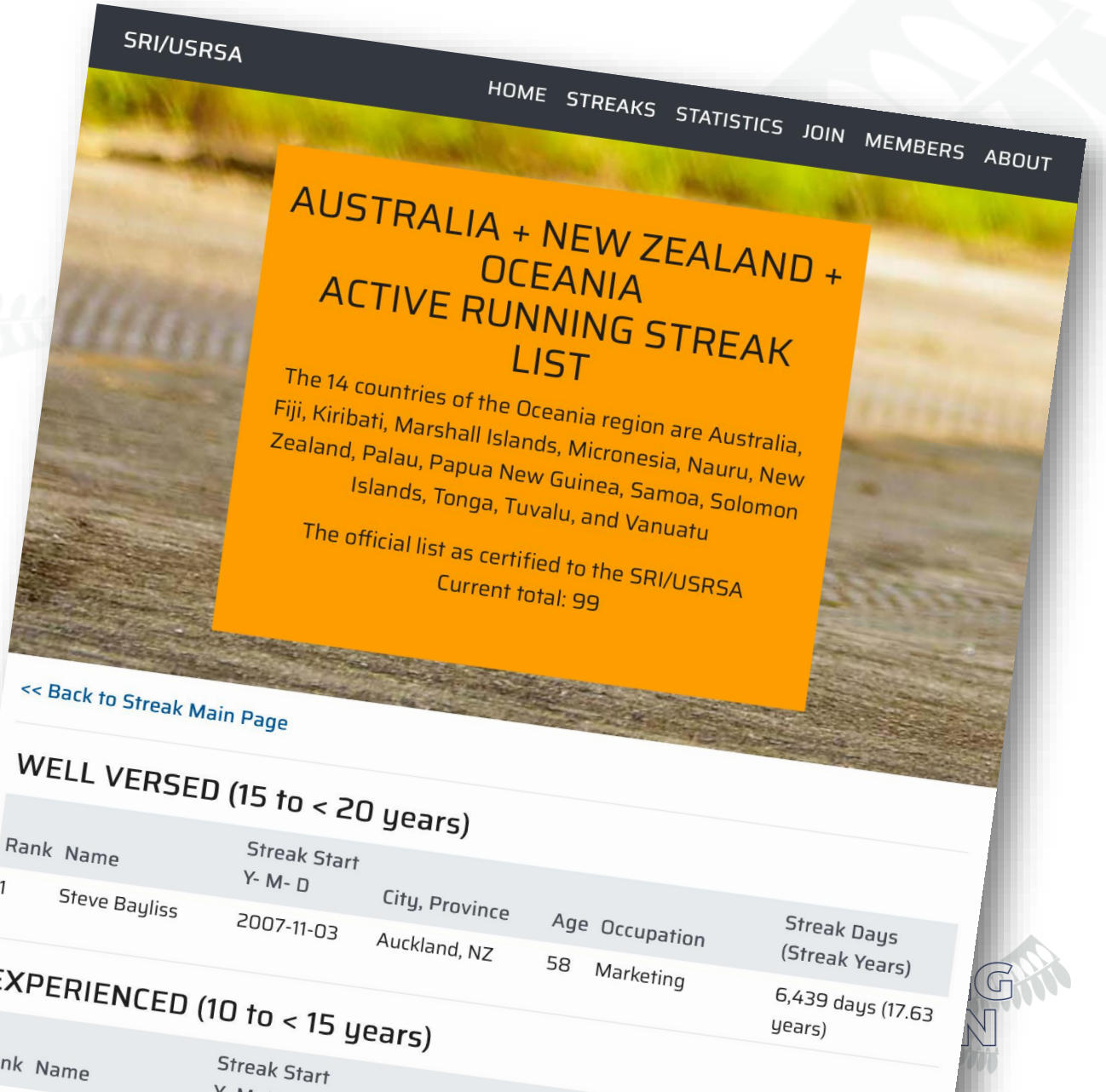
Change is a habit that needs at least two things...

- Intent into planning - put it in the diary



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And thirty days of persistence



Let's see if we can find an idea or two worthy of a new habit

1 Ig BE INTERESTING	2 Ps BE PERSISTENT	3 P BE PRESENT	4 Re BE REMEMBERED
	5 P+ BE POSITIVE		6 Gr BE GRATEFUL

PLAYING TO WIN

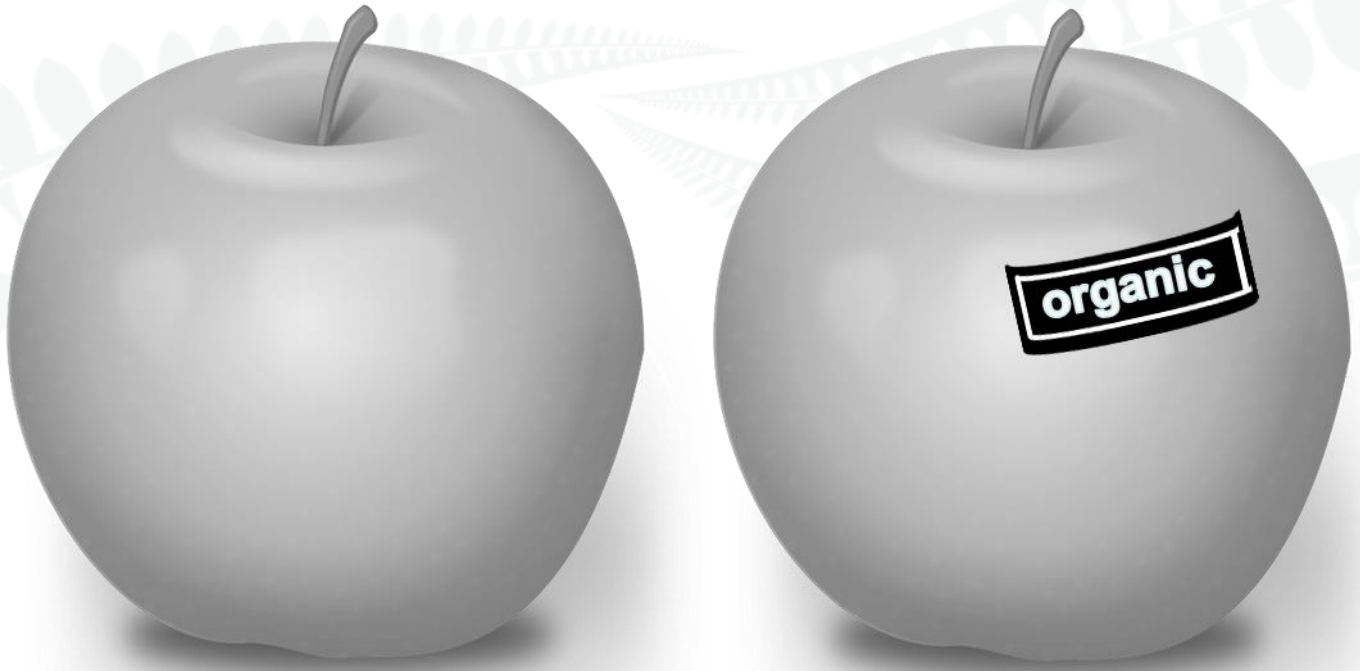
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Be Interesting



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Be Interesting



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Now, I'm not only talking to the marketers here.

Everyone in this room is responsible for your brand.

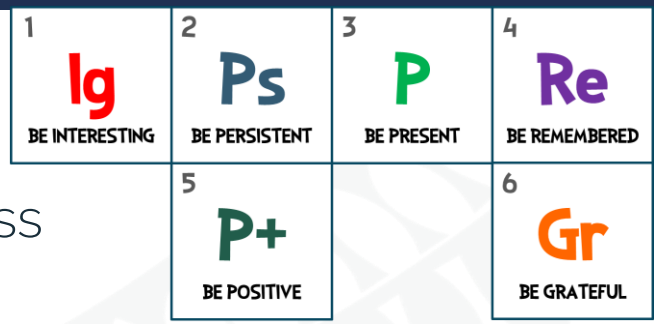
And everyone makes a difference.

Bing Bong's did...



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- Don't leave a business card, leave a plug with a business card connected to it
- Don't leave a card, leave a wooden spoon branded with your info – I can get 'em for 30c from Temu
- Emergency Numbers Decal (Plumbing & Electrical) – one for switch box, one for laundry sink
- 'Let us fix it first next time' packet of bandaids with contact details
- Tell Dad jokes on your social channel
- Repost fun social stuff
- Create quirky messages for three up/down drops

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PLUMBER
HOURLY RATE
STANDARD ..... £ 60 / hour
IF YOU WATCH ..... £ 80 / hour
IF YOU "HELP" ..... £ 120 / hour
IF YOU WORKED ON IT FIRST ..... £ 150 / hour
IF YOU TELL ME HOW TO DO MY JOB ..... £ 200 / hour


EMERGENCY
DRAIN
SURGEON


NEVER
TRUST AN
Electrician
WITH NO
EYEBROWS


PROFESSIONAL
PLUMBING
WE'LL REPAIR
WHAT YOUR
HUSBAND FIXED!!


ATTENTION
YOU ARE NOT ALLOWED TO DO ANYTHING THAT BEGINS WITH,
"I watched a YouTube video on fixing (insert mistake about to be made). Don't worry, it'll be fine."

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The reward for making me smile or laugh is my attention.

And that's 90% of good marketing.
That's why it should be fun.

Light lots of small fires.

And stop being forgettable.
Everyone else has that covered.

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Be Persistent

Everyone sells

What's your Kit Kat question?

Then put it on the wall

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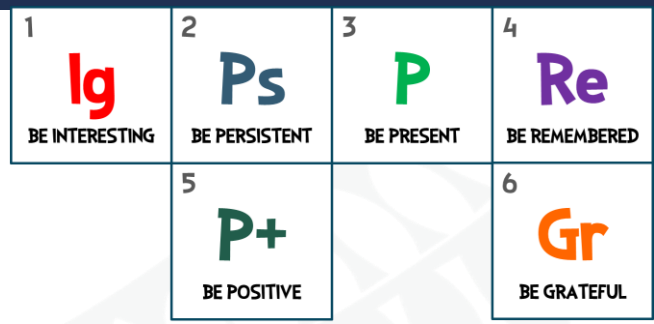
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We're interesting, persistent,
now let's be present.

First impressions hang around
like a hair on a biscuit

Be fast. Be first. Be attentive.
Be empathetic. Be reassuring.

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Be Remembered

What will people remember about you when you go?

Don't go away anonymously… so much stuff is forgettable already. Dull doesn't need more company

Actively choose, and shape a cool memory

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A simple handwritten thank you

Lolly bag

Sprig of lavender

Electric candle – 50c @Temu

Recipe book

Sausages

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Be Positive

ATTABOY

Our love of a good balls-up is holding us back as a country

Celebrate the right side of the ledger

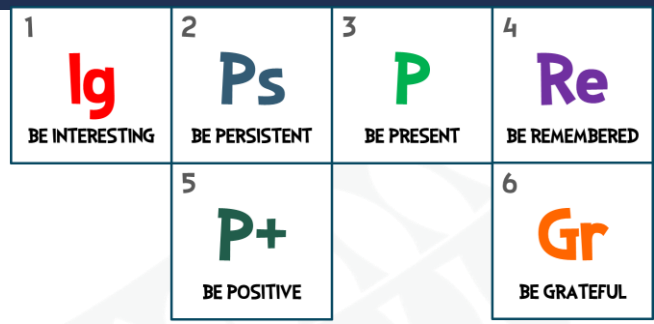
And maybe add a ritual

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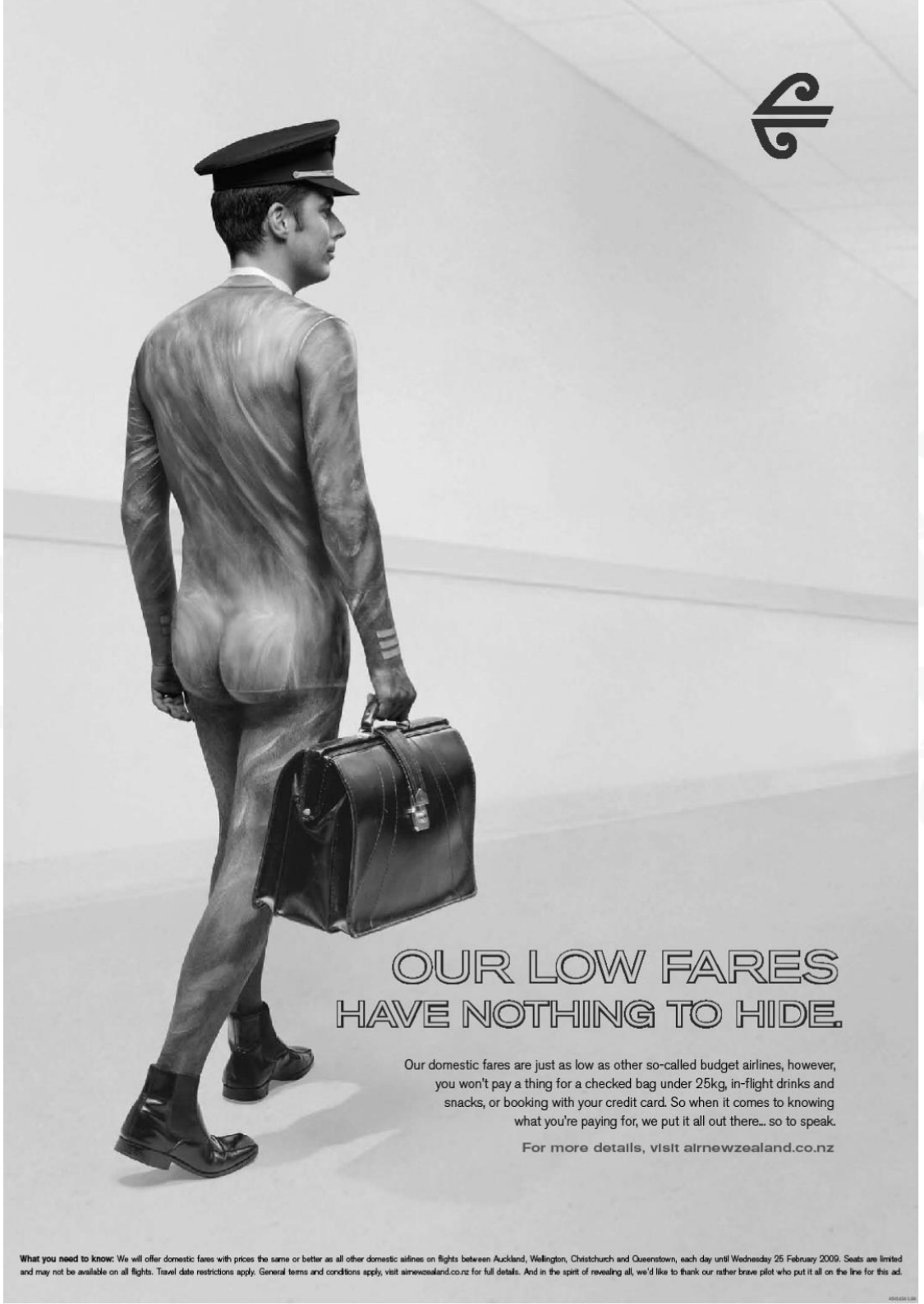
Be Grateful

You'll give yourself, and a lot of others, a jolly great weekend.

Maybe think of it as your 11th thing

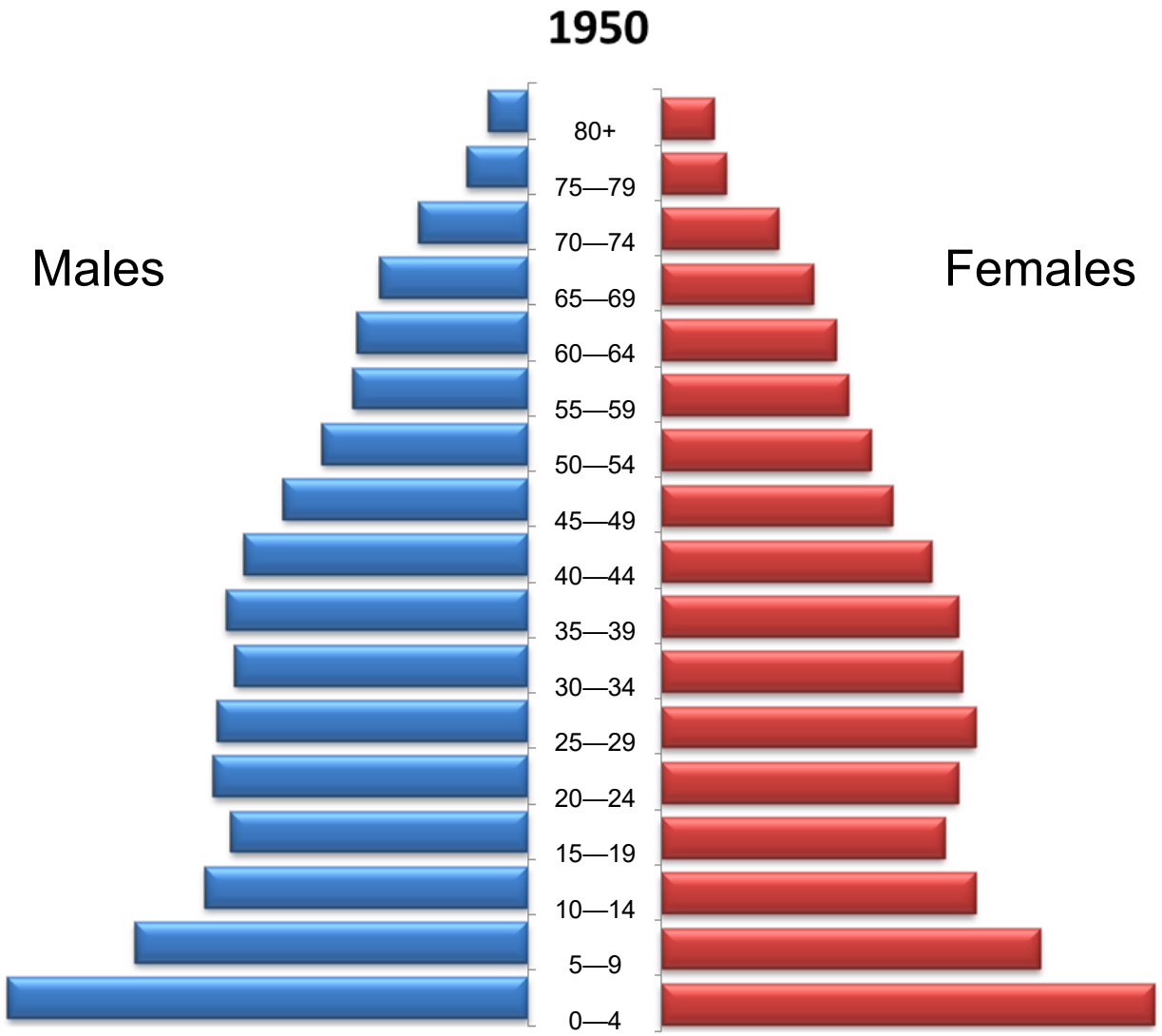


- It's tough, but you can't pass ten cars on a dry day
- Decide top stand out from a sea of sameness
- Have the courage to try some new things – not just recycling comfortable
- Be interesting, persistent, present (especially when creating first impressions), be remembered, be positive, and be grateful. Or even one of the above to start
- Make it a ~~habit~~ hobby

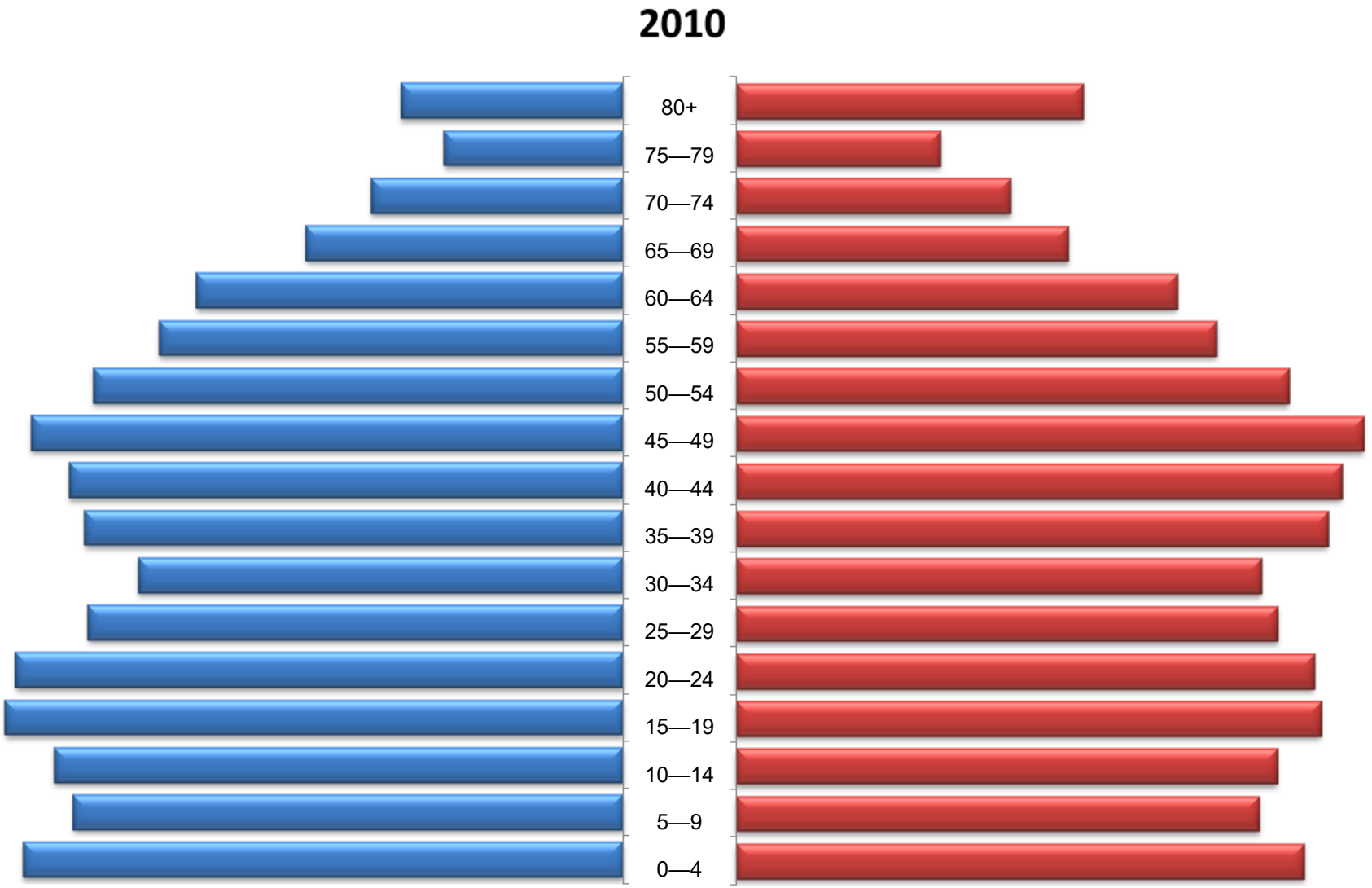


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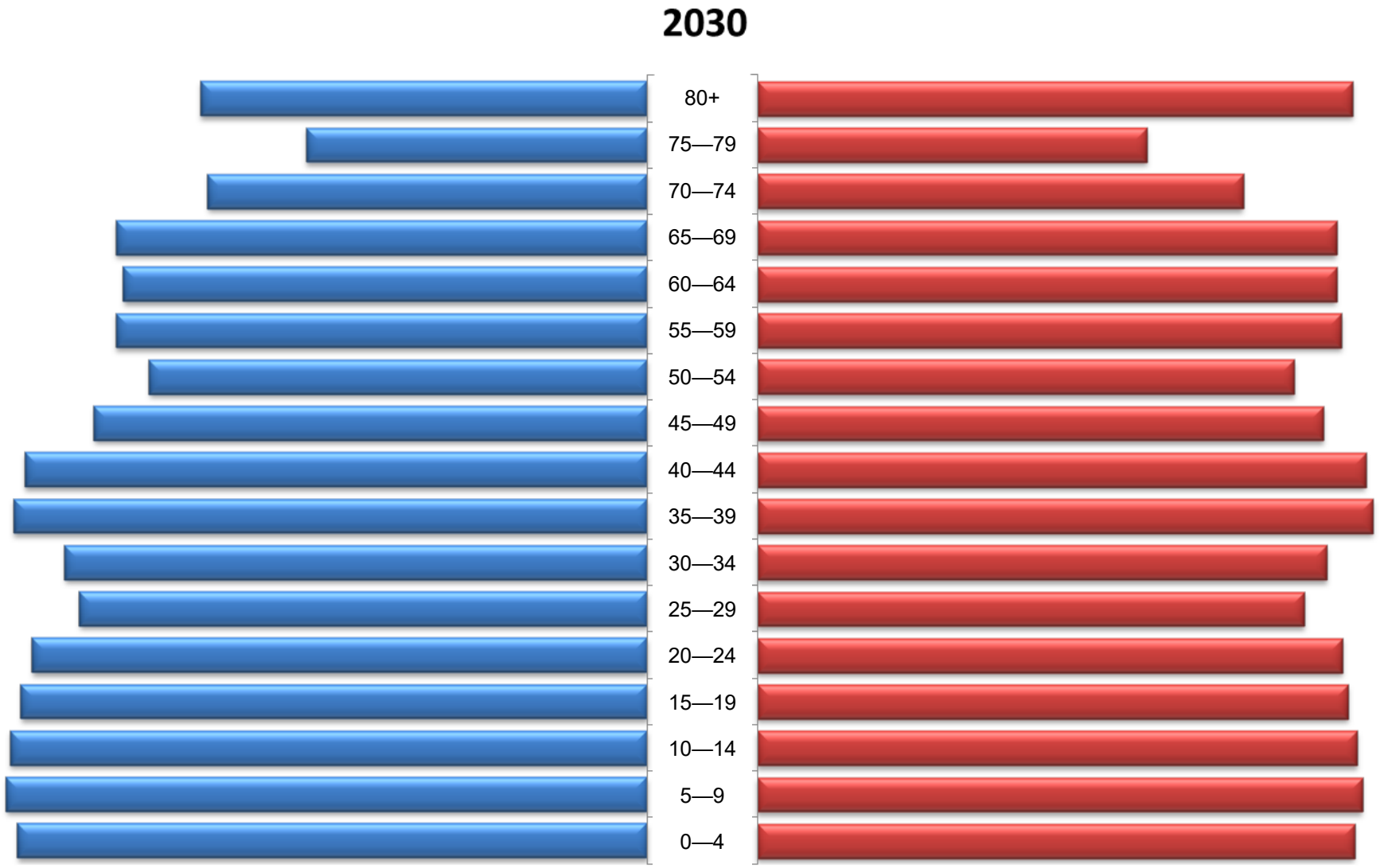
Supplementary to support questions



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The Kit Economy

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