



ATLAS ROSE'S

Foundations Guidebook

Building your “method of marketing” the
right way... from the ground up.



2025 Edition

Prepared for Atlas Rose Group Coaching Members



Welcome to Your Foundations Guide Book!

There is only one brand like yours...

Whether your company is big, small, new, old, has tons of competitors or none at all – **it is still unique**. Even if your business is a franchise, nobody runs your franchise like you do. **Your unique personality becomes part of your brand, and so, every brand is unique and important. Embrace this truth, and you will find new levels of differentiation in the marketplace.**

The goal of this book is to guide you through everything from developing a method of marketing that you can trust, to crafting brand standards that reflect your individual brand. These are the absolute fundamentals that should be done before anything else. **This is the starting point** for all things marketing! After serving thousands of clients, we know beyond a shadow of doubt, that these things – when done well – will light your brand on fire (in a good way of course)!

So if you're tired of not being confident in your marketing efforts, commit to these foundational tools, and give your brand what it deserves... **strategic growth.**

Set Yourself Up for Success Checklist

- ☐ **Commit to the Process**
The Atlas Rose Method of marketing has been developed as a result of serving thousands of clients, and now we're making the Foundational tools available to you. Commit to it and reap the rewards!
- ☐ **Do the Work**
Apply concepts learned and follow through on tasks.
- ☐ **Focus on Gains**
Measure progress by GAINS rather than gaps that still remain. That positivity will itself fuel your progress.



Atlas Rose Group Coaching

Foundations Workshop

You don't need to, but if you'd like...

You can Join Our 12-Week Foundations Workshop

This book has everything you need to get your Atlas Rose Foundations work done and implemented! You now have all the tools, guidance on how to use them, and some teaching on why it's important.

But, if you'd rather not go it alone, we're here for you!

In our 12-week Foundations workshop, we've broken all this down into small bite-sized chunks, and our coaches are ready to walk you through it every step of the way!

What you get.

Live Expert Guidance

Get tailored strategies from pros who know marketing inside out.

Supportive Community

Team up with driven entrepreneurs. Swap ideas. Stay inspired.

Relief from Overwhelm

Ditch the chaos. Follow a clear plan. Take action with confidence.

Don't get stuck... Join AR Foundations Workshop Today!

JOIN NOW

50% off for NCCN Members - Use code NCCNMEMBER50

Brand Standards

Your true north.



Understanding Marketing and the Importance of Brand Standards

First, let's get a clear definition of marketing. The most basic definition of marketing is ...

The right message, to the right person, at the right time, the right way.

This is more than a definition. They're the burning questions that every **small business owner and marketer** is grappling with daily! Who is the right person? What should you say to them? How should you say it? When is the right time to connect?

The Brand Standards exercises are designed to FINALLY put an end to your uncertainty. They are a huge part of the foundation on which everything else is built. Without these guide posts, everything you do is a shot in the dark, therefore not strategic at all.

GOAL



To KNOW the right message, to the right person, at the right time, the right way for your brand.

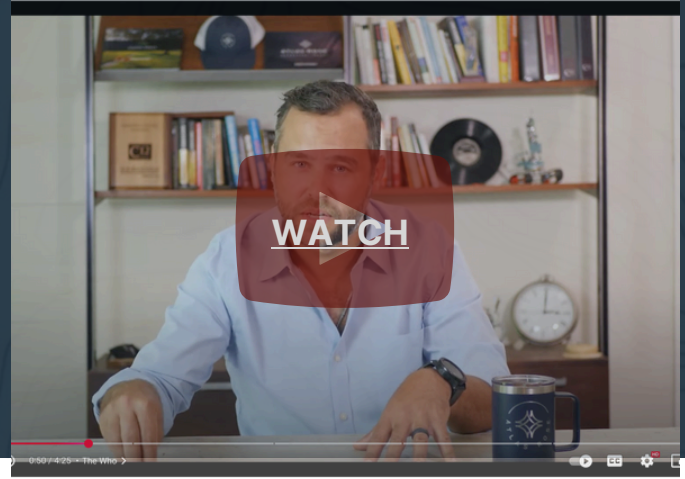
Defining these things ahead of time will save you tons of time and money. Staying true to these standards enhances your marketing effectiveness, builds trust, and makes your brand more memorable.

Brand Standards include three key components:

- 1 Primary Persona** Know exactly who it is that you want to be most relevant to.
- 2 Key Differentiators** Know exactly what to say to your ideal customers that they care about and your competitors can't proclaim.
- 3 Brand Voice** Know exactly when you're "on-brand" and when you're "off-brand."

1 Primary Persona

Who we're talking to.



The first step to ANYTHING we do in business should always be asking ourselves... WHO?

Who is this thing for? Whose problem are we solving? Who are we dedicating our lives to to make their lives better? Who have we fallen in love with? Spoiler alert: it's not you.

Another definition for marketing is *"Marketing is sales in the abstract."* It's the same conversation you'd have with a prospect if you were knee to knee – just over time – and you can't see them.

Defining a persona of your target audience is a vital tool in taking the abstract nature out of marketing, and helping you be relevant to them. However, this will be a work in progress. The more you learn about your customer, the more refined this persona will get. It's not important that it's 100% correct and detailed in the beginning, but it's extremely important to have it started and written down.

TIP: It's really important to get specific. We'll start with defining demographic type of information, but don't spend too much time here. The majority of your time should be spent in defining internal needs, fears, and identity transformations. Demographic information is nice, but understanding and connecting a psychographic level will make us truly relevant.

Let's get started!

1

Primary Persona

Step 1. Who is your IDEAL customer?

- If you could only get the attention of one person, who would that be? Remember, on all of these the 80/20 rule applies. If you can't decide, then ask these questions: What are your main business goals for the rest of the year? Which persona will best help you achieve those goals?

Occupation: _____ Age: _____

Gender: _____ Education: _____

Family: _____ Ethnicity: _____

Geography: _____ Other areas of importance: _____

Step 2. What are they reading? Listening to? Watching?

- Books, podcasts, blogs, and TV shows they engage with.

Step 3. What do they do for fun?

- Understand their hobbies, activities and things they care about.

Step 4. What are their buying behaviors?

- Are they researchers, habitual buyers, seek variety, quick buying, easily influenced, etc

1 Primary Persona

Step 5. What is their external need?

- This is usually one line. It's a simple statement that they would say the first time they're meeting you. Examples: Financial planner persona external need: "To come up with a retirement plan."

Step 6. What are their internal needs?

- Spend most of your time here! What's behind the ask. What pressures exist from above and below and around them. Dig deep and go beyond business.

Step 7. What are their fears and pain points?

- What keeps them up at night?

1 Primary Persona

Step 8. What is their identity transformation?

- Describe what life looks like with or without your brand.

Life without:

Life better:

Let's bring your persona to life!

Step 1: Give your persona a name.

Now that you have a clear understanding of your persona, it's time to bring them to life! Start by giving them a name.

Name: _____

Step 2: Choose an image.

We want to make them real. A picture removes the abstract and brings your persona into reality ... for everyone.



Step 3: Write a short bio.

Using all the information you've gathered, craft a story that describes their everyday life. Include key demographic details, personality traits, motivations, and challenges.

Step 4: Compile all information into a one-page document.

Collect all the details you've gathered about your persona and organize them into a clear, concise one-page document. This final step allows your team to quickly visualize and reference your persona whenever needed.

PRIMARY PERSONA



BIO:
Hello, my name is _____
Age: _____
Occupation: _____
Education: _____
Family: _____
Demography: _____

External Needs:
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Internal Needs:
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Fears:
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Life Without:
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Life Better:
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

What I do for fun: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Purchasing Behavior: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[example persona on next page]

**BIO:**

Andy, a white-collar Texan, lives in the suburbs of Houston. Andy is married with two middle school-aged kids, the picture of a classic American Family. His life consists of the dreaded 9 - 5 work grind, constantly running on the proverbial hamster wheel. When he's not in the office, Andy prefers to be golfing, hunting, or fishing- anything that will get him outside. Andy always jumps on the opportunity to share a few cold ones with his close family and friends around the fire or by the lake.

As an aspiring outdoor enthusiast, Andy is always on the lookout for the next open window to take his family on road trips or immersive outdoor experiences. Andy believes in seizing the moment- to load and go, and to break the norms. Yet his aspirations fall short of his expectations because of a lack of inspiration, motivation, and adventure experience. Not to mention his family's cluttered life makes it too difficult to hit the road. It all feels unattainable, and the feeling of missing opportunities continues to build up in Andy.

Andy feels like he is running out of time. Running out of time to build his legacy as an adventurous father, and to raise his kids with a wanderlust mindset. He wants to seize the day, instead of simply paying bills while waiting on retirement. Andy wants to be the kind of guy with stories to share and maybe a scar or two to back it up. He is ready to make the investment that will impact him and his family for the better.

BIO:

Hello, my name is **Andy**

Age: 38

Occupation: White Collar

Education: College +

Family: Wife and 2 middle-aged kids

Geography: Suburbs of Texas Cities

External Needs:

Need more cargo space. He needs more room because he is packing kids, dogs, and cargo. He needs an easy way to access everything, #TheTexasTornado

Internal Needs:

Andy wants to get out of the mundane and the grind of work, he desires to leave behind a legacy for his children through adventurous experiences, and he simply desires the thrill of adventure for himself.

Fears:

Getting old, his children growing up like everyone else and missing out on real-life experiences, that life is a vicious cycle of paying bills and wasting time.

Life Without:

The inevitable Texas Tornado, Disorganized, travel hectic, cluttered adventure. A lack of inspiration, and wasting time. Ultimately, less adventure overall.

Life Better:

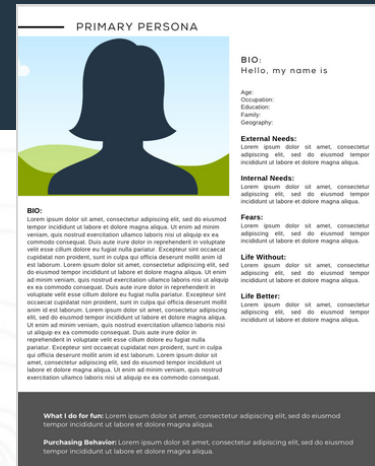
To live inspired, Adventure is attainable, and organized. It is easier to "load and go" and "go to wild places" with the ease of access and organization. Time is better used.

What I do for fun: Golfing, hunting, fishing, and loving every day.
Beer drink'n outdoor enthusiasts, road trip fan.

Purchasing Behavior: A researcher, slower to purchase. Wants to buy "the best", not fast and casual. Will put trust in credible brand names.

1

Primary Persona



How to use your persona document.

i.e. Persona Andy



Print the persona one-pager, and post it in your office



Every time you do anything marketing related, or business-related for that matter, ask yourself “What would **Andy** have us do?”, or “What does **Andy** think?”



I want **Andy** to be part of your team... Introduce **Andy** to your other team members, have **Andy** as part of your onboarding process for NEW team members. Anything you outsource, make sure they know about **Andy**. **Andy** should be a part of your DAILY conversation.



Hold quarterly meetings on how you can serve **Andy** better, or how you can be more relevant to **Andy**.

WEEK 4
GOAL



KNOW the most valuable person to be relevant to.

2

The only thing worth talking about



Simply put, these are the things you can say about your brand – that your ideal customer cares about – and that your competitors can not (or do not) say.

Step 1. What makes you different?

Step 2. Does your persona care?

Now go through each item in your first list and ask yourself if your persona cares about that thing. If they do, write it in the box below.

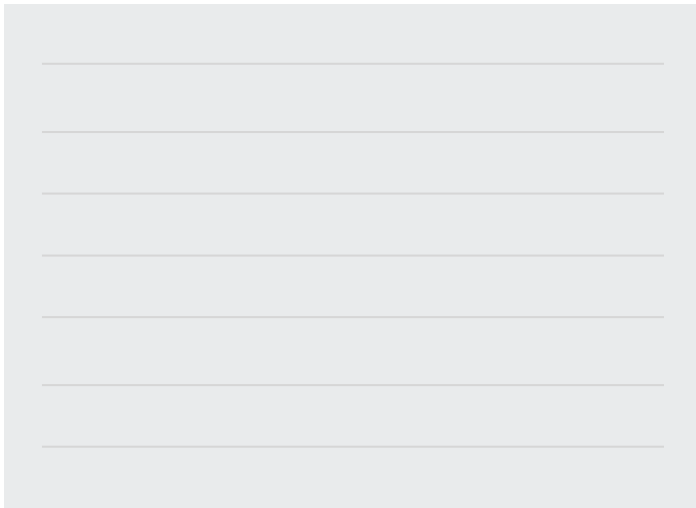
TIP: Be brutally honest! Pushing something through will only lead to frustration later
Don't worry too much about the wording yet, as long as you know what that thing is, we'll work on wordsmithing it later.

Step 3. Can competitors match? ➡

2 Key Differentiators

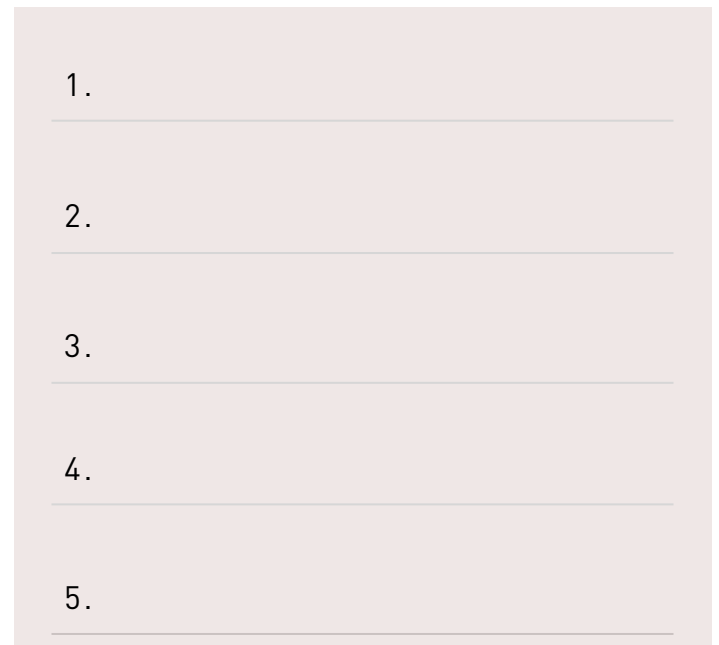
Step 3 (con't). Can competitors match?

Finally, go through each item in your second list and ask yourself if the majority of your competitors are saying "ME TOO!!" to that thing. If they DO NOT, then write it in the box below. To clarify, this is the list your customers care about and your competitors can NOT match.



Step 4. Top Differences

Now, review the list to the left and have a conversation about it. Does it feel right? Is there any consolidation that needs to happen? When you're comfortable with them, Write them in this box below.



TIP: Don't add or change the final list. If you absolutely have to, then send the change or addition back through steps 1-3

What if you have ZERO differentiators?

Scary, I know... but have hope. This just means we have the opportunity to CREATE differentiators... and THATS GOOD NEWS!!

CONGRATS ... this is hard stuff!

Identifying key differentiators is one of the most challenging and emotional tasks in this Foundations workshop, but trust me, it's absolutely worth it!

I understand—there are many wonderful elements from lists 1 and 2 that didn't make the cut for list 3. I want to emphasize that YOU ARE ALL OF THESE THINGS. However, at the start of the sales cycle, when your persona is window shopping, we need to focus solely on what they care about and what sets us apart.

If we talk about things our persona doesn't care about, we're being irrelevant.

If we're talking about things that our competitors claim, we're adding to the noise.

Stay focused on what truly makes you unique and connect with what your audience values most.

KEY DIFFERENTIATORS

1.

2.

3.

4.

5.

HOW TO USE KEY DIFFERENTIATORS



Remember, this is the list of things we claim, that **Andy** cares about, and that our competitors cannot claim. Which means, this list is the key to our messaging.



Every time we're writing an ad, or sales material, or an email, or anything customer facing, it should be driven off this list.



This is the drum we beat, because we understand **Andy** and the difference in our competitors.



3 Brand Language

How we speak.



BRAND LANGUAGE

WARMUP EXERCISE

This will get your mind going in the right direction

Place an "X" in the box that best represents the way you
FEEL to your customers.

	1	2	2.5	3	3.5	4	5	
Personable & Friendly								Corporate & Professional
Spontaneous & High Energy								Careful Thinking & Planning
Modern or High Tech								Classic & Traditional
Cutting Edge								Established
Fun								Serious
Accessible to All								Upscale

TIP: Brand Language is ASPIRATIONAL

Think of what you WANT your brand to be, not what it is today.

Brand Language

List words that describe how you speak to your customers. Try to fill in every line (i.e. supportive, funny, genuine, flexible, educational, technical, conversational, experienced, etc)

SCORE

Have each team member vote for their favorite 5 words. Record a total team score for each word.
(fyi - many words will have a 0 score)

Circle the top scored words.
Discuss results and copy the final 5 words that describe the tone of your brand voice.

BRAND LANGUAGE

1.

2.

3.

4.

5.

HOW TO USE BRAND LANGUAGE



This list should be at your fingertips... print it out, keep it on your desktop... ensure it's easily accessible.



Whenever something (anything public-facing) lands on your desk for approval, cross-check it with this list.



Consider this your brand compass, guiding you on whether you're on track or not. If what you're reviewing doesn't align with this list, it's off-brand, potentially creating confusion among your audience.



Marketing as a System

Pick your trails wisely.



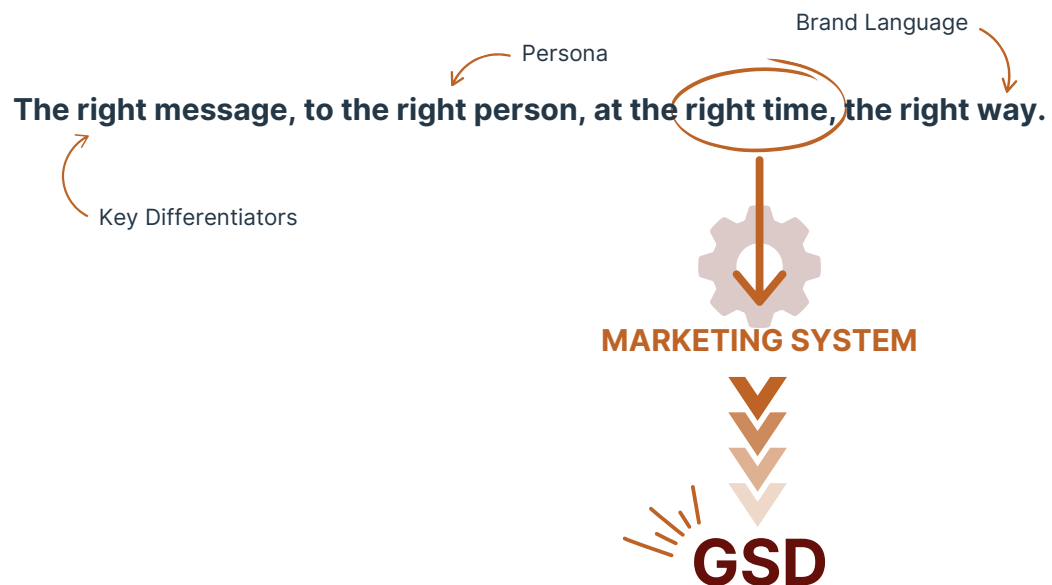
You've Built Your Brand Standards—Now, Let's Talk Results

You've done the heavy lifting and nailed down your Brand Standards. **That's a huge win!** But here's the question—do you have a marketing system in place to deliver the right message to the right person in the right way? Because without one, even the best Brand Standards won't drive the growth you're after.

If the answer is no, it's time to get serious. We challenge you to build a system that helps you **GSD**—get. stuff. done.

Your Brand Standards are your guardrails. They keep the chaos out of your marketing, ensuring consistency and focus. But it's the system—a clear, actionable marketing strategy—that turns ideas into action and action into results.

Without a system, your growth goals remain wishes. With one? You're unstoppable. Set yourself up to GSD. Get. Stuff. Done.



psst ... we help you build this in the Foundations workshop !



Atlas Rose Group Coaching

Foundations Workshop

Build Your Marketing the Right Way

Join Our 12-Week the Foundations workshop

Are you an entrepreneur who received our the Foundations workshop Guide to do it yourself? Feeling overwhelmed and unsure where to start?

Don't go it alone!

Join our 12-week Foundations workshop and take your marketing to the next level. With expert guidance and a supportive community of peers, our Foundations workshop provides the knowledge, tools, and resources you need to build your marketing strategies effectively and grow your business.

What you get.

Expert Guidance

Get tailored strategies from pros who know marketing inside out.

Supportive Community

Team up with driven entrepreneurs. Swap ideas. Stay inspired.

Relief from Overwhelm

Ditch the chaos. Follow a clear plan. Take action with confidence.

PLUS ... the Foundations workshop helps you build a marketing system tailored to your goals, and map out a practical 3-month strategy to bring it all to life.

Join AR Foundations Workshop Today

It's easy to reserve your spot in our workshop.

Step 1: Join AR Foundations workshop

<https://atlasrosecoco.com/foundations-workshop-nccn/> and click "JOIN NOW"

Step 2: Learn and Grow

Gain clarity, confidence, and expert guidance through our structured Foundations workshop framework.

Step 3: Thrive Together

Grow your business with support, inspiration, and collaboration from like-minded entrepreneurs.

50% off for NCCN Members - Use code NCCNMEMBER50



ATLAS ROSE™

**We elevate brands, culture, and
mission through executive
marketing leadership.**

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