

PRESS KIT STRATEGY GUIDE

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Established in 2023 and rooted in two decades of business strategy and life-altering experience, the 'Effortless' coaching practice is meticulously crafted to empower ethical and positive-impact-driven business leaders to achieve success on their own terms. It guides them in transforming their aspirations into reality, enhancing business sustainability and profitability, fostering harmonious relationships, attaining equilibrium and contentment, and embracing authenticity in both business and life while remaining true to their values.

While materialising her vision of cultivating a purposeful, genuine, and human-centred enterprise built upon trust, respect, empathy, care, and integrity, the founder utilises her expertise to empower clients. This empowerment leads to enhanced outcomes in business and life, generating a ripple effect of positivity through their products, teams, customers, communities, and the environment.

Based in the UK, the practice offers comprehensive, transformative business, life, leadership, and art coaching programs. Additionally, it provides business mentoring, training, and advisory services, public speaking engagements, and educational initiatives to English-speaking ethical business leaders across Europe and beyond.

By embracing authenticity, elevating mindset, and mastering one's state of mind, the 'Effortless' business and leadership success coaching practice invites clients to experience the power of profound and lasting transformation.

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LINKS

 www.erinandreasraske.com  [Free Materials Library](#)
 [Multiple Links Hub](#)  [Media Library](#)
 [Practice 30sec Commercial](#)

INTERVIEW AND COLLABORATION THEMES

- Letting profitability flow
- Running a business strategically
- Building a self-selling brand
- Thriving as an effortless leader
- Turning one's world effortless
- Embracing Effortlessness™ and living by one's own rules
- Effortlessness™ as a key to mentally healthy success



Many individuals depart from the corporate realm for a variety of reasons. Yet, often, a singular cause lies beneath the surface - a sense of trivial dissatisfaction with the prevailing norm. Erin Andrea Craske, having firmly decided against returning to corporate employment, channelled her dedication into crafting the 'From Purpose to Profit' strategy guide. She sought to share her knowledge with those who would benefit from it while also paying homage to brands that had been undeservedly forgotten.

The path of becoming a professional coach wasn't something Craske had previously contemplated. A sudden revelation illuminated her path for professional growth as if the final pieces of a puzzle had clicked into place, making everything crystal clear. With two decades of strategic business experience and sixteen years in one-on-one and team coaching, mentoring, and education, Craske recognised a gap between her background and the prioritisation of immediate results and shareholder satisfaction that many businesses seemed to emphasise.

Her corporate experience demonstrated that the prevalent approach to running businesses often failed to benefit leaders, teams, customers, or the environment. Craske saw an opportunity to effect change. She could now devote her time to helping individuals tap into their innate potential and inner wisdom. Her expertise could guide businesses in focusing on essential aspects - strategy, customer empathy, growth, and leadership - in a way that is both humanistic and transformative.

Combining her professional acumen with her passion for Eastern, humanistic, and existential philosophies, Craske aimed to create something that was not only helpful and easily understandable but also capable of instigating life-altering changes. This marked a turning point that allowed her to fully embrace the realms of psychology and creativity. She realised that she could incorporate her 'free spirit' background and 'ego death' experiences for the betterment of her clients, moving beyond theory into practical, 'practice what you preach' territory.

Through her newfound direction, Craske found a meaningful way to channel her skills towards making the world a better place. Guiding ethical and positive-impact-driven business leaders to attain enhanced outcomes in both business and life while simultaneously igniting a ripple effect of positivity became her most gratifying pursuit.

BRAND POSITIONING SUMMARY

At the core of the brand is the profound belief that the effort invested in life directly results from our choices. Truly fulfilling choices are driven by the authenticity of our values and ethical principles, even if it means rejecting fitting into societal moulds, refuting victimhood trends, and challenging the status quo.

The brand aims to empower ethical and positive-impact-driven business leaders to be their best selves, to achieve success on their own terms, and reach their fullest potential while contributing to the ever-evolving world where welcoming change and growth is essential.

It guides individuals toward authentic success by embracing effortless living and holistic business approaches, where success encompasses more than financial or status achievement but includes freedom, inner fulfilment, authenticity, harmony, and serenity.

The roads to fulfilment are diverse, while the meaning of success is tailored to each individual. What paves progress are the values of strategy, meaningful human connections, leadership beyond the confines of business, mastery, gradual improvement, and the reciprocity of giving and receiving.

Aspiring to be the trusted source for achieving effortless success, the brand aims to transform how people approach their businesses, leadership, and lives, empowering them to be who they are and forge their own paths, shifting from an effortful to an effortless mindset, considering that the journey can be as satisfying as the destination.

Effortless is about embracing a conscious, rebellious spirit that transforms not only the outcome but also the very essence of success itself.

The 'Effortless' coaching practice emerges from the synergy of an award-winning business author, designer, and commercial strategist's business acumen and leadership expertise, amplified by a profound understanding of psychology, philosophy and a sincere desire to contribute positively to the world. This fusion is harnessed to enhance business competencies, elevate corporate impact, and facilitate personal growth, enabling individuals to evolve into their best versions.

Rooted in two decades of business strategy and life-altering experience, the 'Effortless' coaching practice is crafted to empower ethical and positive-impact-driven business leaders to achieve success on their own terms. It guides them in transforming their aspirations into reality, enhancing business sustainability and profitability, fostering harmonious relationships, attaining equilibrium and contentment, and embracing authenticity in both business and life while remaining true to their values.

While materialising her vision of cultivating a purposeful, genuine, and human-centred enterprise built upon trust, respect, empathy, care, and integrity, the founder utilises her expertise to empower clients. This empowerment leads to enhanced outcomes in business and life, generating a ripple effect of positivity through their products, teams, customers, communities, and the environment.

Fusing transactional and transformational coaching with various coaching-suitable NLP, mindfulness, art, and psychology-derived techniques and business advisory and education services, Effortless coaching creates a long-lasting impact beyond a traditional coaching engagement and helps address challenges business leaders may face now and in the future.

Based in the UK, the practice offers comprehensive, transformative business, life, leadership, and art coaching programs. Additionally, it provides business advisory services, public speaking engagements, and educational initiatives to English-speaking ethical business leaders across Europe and beyond.

By embracing authenticity, elevating mindset, and mastering one's state of mind, the 'Effortless' coaching practice invites clients to experience the power of profound and lasting transformation.

NORTH STAR PITCH

Welcome to Effortless - an ethical and inclusive coaching partner for ethical and positive-impact-driven business leaders!

Effortless is your key to unlocking your true genius, enabling you to navigate life and business challenges with ease and clarity while discovering freedom and meaning in your journey.

As a business and leadership success transformation coach, I invite you to experience the power of profound, lasting transformation by embracing authenticity, elevating your mindset, and mastering your state of mind.

This is your moment to shine brightly and embark on a path of newfound freedom and meaning in how you live, lead, and create effortlessly.

Let Effortless be your guiding light on a profound journey of growth, empowerment, and meaningful success.

Your business. Your life. Your way. Make it effortless.

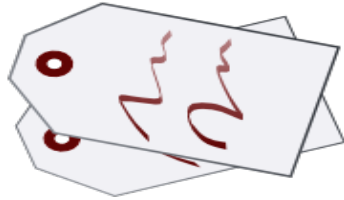


20

YEARS IN BRAND, BUSINESS AND COMMUNICATION STRATEGIES



18



PRODUCT CATEGORIES WORKED WITH

42

BRANDS MANAGED



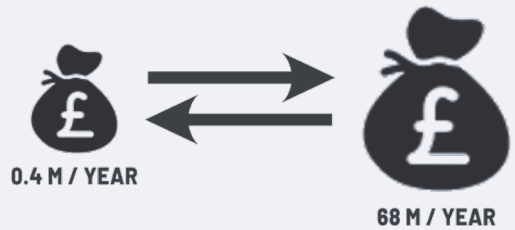
16

YEARS IN TEAM LEADERSHIP, COACHING, MENTORING, TRAINING, AND EDUCATION



40+

COUNTRIES WORKED WITH, FROM LOCAL IMPLEMENTATION TO GLOBAL STRATEGIES



0.4 M / YEAR

68 M / YEAR

BUDGET RESPONSIBILITY



ICF
BUSINESS, LIFE,
EXPRESSIVE ARTS COACH

HONOURS DEGREE IN HIGHER EDUCATION.
CERTIFICATIONS IN NLP, MINDFULNESS & MEDITATION,
MENTAL HEALTH, COUNSELLING, NICHE COACHING,
ENERGY HEALING, EMOTIONAL INTELLIGENCE &
THERAPIES



'FROM PURPOSE TO PROFIT' - EASY & PRACTICAL A TO Z STRATEGY GUIDE FOR TIME-STARVED BRAND OWNERS



100+

COACHING & BUSINESS ADVISORY HOURS TO ENGLISH-SPEAKING CUSTOMERS WORLDWIDE

SERVICES

COACHING, BUSINESS ADVISORY, MENTORING, TRAINING, EDUCATION, AND PUBLIC SPEAKING



Ethical and positive-impact-driven business leaders – individuals ready to fearlessly embrace authenticity, achieve success on their own terms, champion integrity, challenge the status quo, and make a meaningful impact. They are willing to infuse freedom and meaning into every aspect of their lives, leadership, and creations.

Driven by their passion, mission, and genuine concern for their teams and customers, free-spirited, ethical, socially, and environmentally conscious business leaders are ready to challenge conventional norms and traditions, prioritising purpose, ethics, and values for enduring success.



Often, they are overwhelmed by all the different things that go into being a good leader and running an ethical business. And quite often, the reason they have so many challenges is that they focus on the symptoms of the situation rather than the root cause, prioritising 'how-tos' over 'whys'.

The symptoms may come in various shapes and forms, from motivation and leadership confidence to relationships, productivity, decision-making, organisational performance, perception, resilience to external factors, limited resources, scaling impact, or mere stress.

Yearning for transformation, they seek to uncover untapped potential, elevate their business standing, find equilibrium, and lead while staying true to their authentic selves.

In their pursuit, they prioritise self-esteem, fostering respect, appreciation, and integrity, valuing relationships, well-being, inner fulfilment, and business prosperity over superficial gains.

Embracing their inner brilliance, they forge a path that benefits people, the planet, and profits, making it all seem effortless.

STRATEGY GUIDE TARGET AUDIENCE

'From Purpose To Profit' caters to young and mature, small-to-medium-sized businesses across various sectors, as well as entrepreneurs seeking to craft winning business plans. While conscious companies targeting Millennials and iGen will find it most useful, given its alignment with evolving societal value systems. Agencies, coaches, and consultants providing business services to their clients will equally benefit from this valuable information.



SHORT BIO

Erin Andrea Craske boasts a 20-year career in strategy, rising to the position of Global Head of Consumer Brands, earning her accolades as an award-winning strategist, author, and designer. Her exceptional journey has seen her collaborate with over 40 industry-leading brands across prominent companies, including L'Oréal, Reckitt Benckiser, British American Tobacco, SSL International, Mars, P&G, and Walgreen Boots Alliance.



Throughout her career, Craske assumed full accountability for shaping the strategic direction of assigned brands spanning diverse business sectors and industries. Her achievements include securing the Silver STEVIE International Business Award, being a runner-up for the PRCA Dare Communication Awards, and contributing to Capital One's corporate Diversity, Equality & Inclusion training.

Craske's expertise spans strategic development, profitability, leadership, and effective communication. Further enhancing her strategic insight through diverse judging and moderation assignments, she is renowned for her commitment to challenging the conventional norms of mainstream marketing, crafting brands that are both meaningful and authentically distinctive.

With profound expertise in business strategy and a genuine passion for brands, Craske laid the groundwork for her comprehensive A to Z practical strategy guide, 'From Purpose to Profit', securing FIREBIRD Book Award Winner in three categories: Marketing & Public Relations, Entrepreneurship & Small Business, Book Interior Design Nonfiction.

Bolstered by an honours degree in higher education and 16 years of impactful team coaching and development experience, she has risen to the stature of an ICF-certified business and leadership success transformation coach, revered business advisor and educator, and Effortlessness philosophy advocate.

Craske empowers ethical and positive-impact-driven business leaders to realise improved outcomes in both business and life, fostering a ripple effect of positive transformation.

Craske's profound grasp of business strategy, profitability principles and her genuine passion for brands laid the foundation for her comprehensive A to Z practical strategy guide, 'From Purpose to Profit', securing FIREBIRD Book Award Winner in three categories: Marketing & Public Relations, Entrepreneurship & Small Business, Book Interior Design Nonfiction.



Armed with an honours degree in higher education, 20 years of award-winning strategic business experience, 16 years of impactful team coaching and development, and a transformative 'ego dissolution' experience, Craske emerged as a leading figure in business and leadership success coaching, introducing the Effortlessness™ philosophy.



LONG BIO

Erin Andrea Craske's professional journey took her from a hands-on commercial marketer to an award-winning strategic marketing executive, author and designer, carving her path by crafting brands that directly contributed to business profitability. Her experience mirrored that of her clients, propelling her from local implementation to formulating global strategies—a testament to her authenticity in understanding the challenges and intricacies of the business landscape.

With a 20-year career that culminated in her role as Global Head of Consumer Brands, Craske collaborated with over 40 industry-leading brands, including L'Oréal, Reckitt Benckiser, British American Tobacco, SSL International, Mars, P&G, and Walgreen Boots Alliance. Her journey saw her shoulder the complete responsibility for the strategic development of diverse brands across various business sectors and industries, deftly managing multi-million budgets and steering budget-starved startup brands towards success.

Winner of the esteemed Silver STEVIE International Business Award, a runner-up in the PRCA Dare Communication Awards, and contributor to Capital One's corporate Diversity, Equality & Inclusion training, Craske's prowess spans strategic development, profitability, leadership, and communication. She has garnered additional strategic insight through her involvement in diverse judging and moderation projects, distinguished for her ability to challenge and redefine the norms of mainstream marketing, crafting brands that are not only meaningful and differentiated but also self-selling. Her fearless approach to pushing industry boundaries, combined with attentive customer listening, enabled her to drive brand equity to an impressive +57% in two months and contribution to an astounding +589% in a year.

Leading by example and embodying the principles she teaches, Craske guides her clients on a transformative journey from stress and dissatisfaction to meaning and effortlessness. Her credentials extend beyond various accredited courses, including being an ICF-certified Life, Business, and Expressive Arts Coach, a certified NLP practitioner, a Mindfulness and Meditation instructor, and an Energy Master Healer. Additionally, she holds NCFE CACHE certificates in Mental Health and Counselling Skills, bolstering her expertise in therapies and multiple niche coaching disciplines.



Fuelled by a robust foundation in business strategy and leadership, Craske combines her profound understanding of psychology with her sincere desire to better the world through enhanced business acumen, empowering business contributions, and nurturing personal growth. Her mission is to empower ethical and positive-impact-driven business leaders, fostering tangible improvements in both business, leadership, and life and propagating a ripple effect of positive transformation.



Many companies make the same basic mistakes due to ignorance, insufficient business knowledge, mindlessly following trends, or chasing immediate earnings. These often unseen errors jeopardise businesses and lead their teams to burnout or quiet quitting. Despite their detrimental impact, they can be easily avoided. Running a business should not be draining but enjoyable for owners, employees, and customers alike.

Driven by her passion for strategy and brands, the author aimed to reverse this situation. Drawing on her 20 years of award-winning strategic business experience, an honours degree in high education, and 16 years of coaching, education, and team mentoring, the author

compiled an easily digestible, comprehensive A to Z brand strategy guide - 'From Purpose to Profit'. This guide encompasses insights on building self-selling brands, achieving profitable business longevity, thriving in saturated markets, and avoiding strategic pitfalls.

This book stands out from most marketing materials available to brand and business owners:

- Many exceptional marketing books are dedicated to narrowly defined topics.
- Renowned professors' marketing manuals might appear intimidating to audiences less academically inclined.
- Internet-based information often offers 'how-tos' without 'whys' and lacks guidance on application.
- Authority books tend to partially share the knowledge prompting readers to upgrade to more expensive services.

'From Purpose to Profit' occupies a market gap created by existing works - a practical, easy-to-read modern marketing textbook - an all-in-one solution that introduces readers to the brand, marketing, and communication strategies.

The author aimed to provide a cohesive, easy-to-read, comprehensive, and practical guide that offers an overview to contribute to business success. It serves as the foundation for the 'Effortless Strategy™' program and focuses on three of the six 'Profitability Flow™' pillars, aiding brand owners in achieving profitability without undue effort or harm to businesses, teams, or themselves:

STRATEGY - GAINING TECHNICAL KNOWLEDGE

- Provides practical tools, skills, and knowledge while walking through an easy step-by-step process of creating a strategy;
- Helps develop an ability to think strategically and grow comfort around making strategic decisions;
- Explains the connection between strategy, business longevity, profitability, and return on investment;
- Helps build confidence to challenge the competition and conventional thinking to succeed; and
- Assists in creating differentiation and introducing a powerful brand.

PEOPLE - DEVELOPING CUSTOMER EMPATHY

- Enables to form a strategic mindset rooted in customer empathy;
- Shifts perspective from business to customer-driven; and
- Helps get accustomed to assessing every business decision from a customer's point of view.

CONTRIBUTION - FEELING INSPIRED TO LIVE BUSINESS PURPOSE

- Empowers to live and breathe one's business's purpose by turning beliefs into a tangible contribution;
- Demonstrates how to inject meaning into your business journey, making it more fulfilling and enjoyable; and
- Helps appreciate the ease of growing a business on mutual care.



This A to Z guide streamlines marketing and strategy insight for time-pressed brand owners. It's presented in an accessible, informal style, covering core principles and offering actionable steps to enhance brand uniqueness, relevance, and diversification. The book equips brand leaders with valuable information, guidance, and inspiration.

It delves into foundational business, brand, marketing, launch, portfolio, and communication strategies, also

detailing how to present brands through identity and experience.

Structured for easy skimming, it combines leading theories with hands-on implementation experience. It provides practical insights, research data, examples, quotes, frameworks, and actionable steps. With coaching questions, mistake explanations, recommended actions, research techniques, and complementary materials available on www.erinandreascraske.com, it supports comprehensive strategy development.



Designed as an all-in-one solution, this guide is intended to enhance strategic business confidence, customer empathy, and satisfaction from running a business. It aims to simplify their business journey, making it more meaningful, profitable, and enjoyable.

Having read the guide, they will be comfortable with building:

- A challenger brand that isn't afraid of competition.
- A powerful brand that brings visibility, profitability, and longevity to any business.
- A self-selling brand that is easy to build, fulfilling to manage, and effortless to grow.

This all-in-one solution meets the needs of busy, time-constrained brand owners by offering a comprehensive repository of valuable, bite-sized information. It's designed to springboard a well-informed business journey and boost confidence and belief in one's business abilities.

TRIGGER WARNING: The guide references alcohol, tobacco, and sexual goods that may not be suitable for readers sensitive to these product categories.

Book press release, the first sample chapter, business CV, case studies, marketing frameworks and quotes, and complementary materials are available on www.erinandreascraske.com.

BOOK POSITIONING SUMMARY

At the book's heart lies the fundamental belief that there is no getting without giving.

The book aims to empower business leaders on their journey to sustainable profitability, where businesses are not just entities but meaningful contributors to society.

It provides practical tools and guidance to nurture self-selling brands and foster a strategic mindset, all driven by empathy, to boost long-lasting business success and align with its purpose and values.

The book promotes sustainable growth, where progress is synonymous with strategy, mastery, genuine human connections, continuous improvement, and contribution.

Aspiring to be the go-to source for ethical business strategy, the book aspires to redefine how businesses are run, shifting them from conventional to conscious and from tactical to strategic. It aims to turn business beliefs into tangible contributions, injecting enjoyment into a business journey and making it effortless and deeply satisfying.

ADVERTISING COPY

Unlock the Power of Your Brand: Elevate Your Business with the 'From Purpose to Profit' A to Z strategy guide.

Are you a visionary brand owner passionate about ethical business and a deep desire to create a meaningful brand that stands the test of time? Imagine a world where your business achieves effortless success while staying true to your ethical values.

In a world saturated with tactical approaches, where businesses chase immediate profitability, the vital concept of brand strategy often goes overlooked. Meet Erin Andrea Craske, an award-winning brand strategist with two decades of experience and a passion for meaningful brands. She's on a mission to revolutionise the way we approach the business and reshape the landscape of business success, one ethical brand owner at a time.

'From Purpose to Profit' is more than a handbook; it's your key to unlocking the transformational power of strategy. With this book, Erin Craske reveals why strategy is the cornerstone of business visibility, profitability, and longevity. She bridges the gap between strategic thinking and tangible returns on investment, providing a simple, step-by-step process for creating a robust brand strategy.

Through marketing essentials all-in-one strategic solution, she has distilled the essential wisdom business owners need to thrive in today's competitive landscape.

By diving into the pages of 'From Purpose to Profit,' you will:

- Acquire practical tools, skills, and knowledge to secure your business's success.
- Learn the art of crafting self-selling brands that resonate with your audience.
- Cultivate a strategic mindset rooted in customer empathy.
- Gain the confidence to outshine your competition and achieve success on your terms.
- Transform your beliefs into a tangible contribution, living your business's purpose.
- Find enjoyment in your entrepreneurial journey, turning stress into satisfaction.

Erin Craske envisions a world where ethical entrepreneurs harness the power of brand strategy to create lasting impacts. By reaching business owners who value meaning,

ethics, and longevity, she aims to elevate the profile of brand strategy and brand building.

Who is this book for? It's tailor-made for busy, time-constrained ethical brand owners committed to building brands that not only thrive and resonate deeply with their audience but also make a positive impact. If you aspire to achieve visibility, profitability, and longevity for your business, this book is your roadmap.

Join her on this journey of empowerment and transformation. 'From Purpose to Profit' is your gateway to becoming a brand visionary poised for meaningful impact and lasting success. It's time to elevate your business and let your brand become a source of inspiration in your industry. It's time to turn your vision into reality.

TRIGGER WARNING: The guide mentions alcohol, tobacco, and sexual products that might not be suitable for sensitive readers.

NORTH STAR PITCH

Unlock your business's potential with the 'From Purpose to Profit' A to Z strategy guide - your blueprint to business success!

Are you a brand owner with a burning desire to build a meaningful business that not only shines but also thrives in the long run? Imagine a world where your business not only achieves visibility and profitability but also stands the test of time, all while staying true to your values.

Enter the 'From Purpose To Profit' A to Z strategy guide designed exclusively for ethical business owners like you. This book unveils the essential insights necessary for achieving business success, connecting brand strategy to visibility, longevity, and impressive returns on investment.

Designed as an all-in-one strategic solution for time-strapped conscious brand owners, this guide is your path to enhanced strategic business confidence, deeper customer empathy, and a more satisfying business journey. It's all about simplifying your business venture, making it more meaningful, profitable, and enjoyable.

Join this transformative journey and unlock the true potential of your business with 'From Purpose to Profit.'

AVAILABILITY

Paperback, hardcover and e-book formats are available on The Great British Bookshop and all Amazon regional sites and in retail globally via The Great British Bookshop's and IngramSpark's networks, offering accessibility and convenience to English-speaking business professionals worldwide.

1. IS FAILURE INEVITABLE?

This chapter discusses common mistakes made by business owners that can jeopardise their businesses. It introduces the Profitability Flow™ model, which enables businesses to achieve sustainable profitability, with strategy as one of its pillars.

2. WHAT'S STRATEGY?

This chapter explains the concept of strategy, dispelling myths and clarifying misconceptions hindering strategic business thinking. It provides a practical overview of various strategies, including Business Strategy, Brand Strategy, Product Strategy, Portfolio Strategy, Marketing Strategy, Go-to-Market Strategy, Market Entry Strategies, and Growth Strategies.

3. CONCEPT VALIDATION

Introducing different types of entrepreneurs and their motivations, this chapter addresses common pitfalls in choosing a business concept, explains how to avoid them, and offers guidance on concept validation techniques, including research methods.

4. EMBARKING ON A JOURNEY

This chapter discusses the skills and attributes required from a brand strategist contrary to common expectations.

5. SITUATIONAL ANALYSES

Covering the initial step of the planning process, this chapter details the necessary analyses for strategic planning, including Porter's Six Forces, Environmental Analysis, Market Analysis, Channel & Partner Analyses, Trend Analysis, Competitive Analysis, Perceptual Market Mapping, and SWOT Analysis.

Marketing Mix introduces the innovative approach of considering eight business areas (with detailed tactical and strategic coverage of every marketing mix element), supported by research findings requiring modern-day businesses' attention.

The Customer Disposition Funnel introduces readers to consumer psychology and decision-making and explains how to unblock each potential funnel bottleneck.

All recommended analyses include tips and practical examples of how to complete them and help estimate the market size.

6. TARGET AUDIENCE

The chapter presents different targeting models, explains the need for multiple target audience layers and partners, and delves into human personalities and their psychology by introducing needs, wants, values, and target audience definitions. It persuades readers to move away from soulless avatars and treat their audiences as human beings, building their businesses on empathy.

7. WHAT'S A BRAND?

The chapter introduces the readers to the brand and outlines the importance of strong brand equity, supported by brand equity assessment criteria.

8. BRAND ARCHITECTURE

Detailing different types of brand architecture scenarios, this chapter outlines their advantages and disadvantages and provides guidance on choosing the appropriate

scenario for different businesses, including: Corporate Brand, Customer-facing Brands, Personal Brand, and Idea Brand.

9. DIFFERENTIATION PRINCIPLES

The chapter introduces readers to various differentiation approaches - a cornerstone of every strategy, both rational and emotional. It outlines the strengths and weaknesses of each approach, including Points of Parity, Points of Irrelevance, Points of Difference, and Competitive Advantage. It also focuses on the threats that lack of differentiation and rational-based differentiation brings to a business.

10. BRAND POSITIONING

The chapter introduces an innovative approach to creating a brand positioning that moves simultaneously from the bottom up and the top down. It presents various consumer research techniques, an easy way to define the purpose, and multiple examples, coaching questions, and statistical data to support recommendations.

It details the following brand positioning elements: Brand Benefits, Brand Essence, Brand Positioning Statement, Unique Selling Proposition, Brand Belief, Brand Purpose, Brand Vision, Brand Mission, Brand Promise, and Brand Values, and gives examples of Brand Positioning Templates.

It also corrects common mistakes marketing gurus present as brand positioning elements, creating unnecessary confusion.

11. BRAND EXPRESSION

Explaining how to convey brand positioning through various elements, this chapter covers Brand Image Attributes, Brand Name, Brand Personality, Brand Relationships, Brand Narrative, Brand Identity & Sensory Experience, Brand Rituals, Brand Mood Board, and Brand Book.

It introduces readers to the psychology of colours and design, gives examples of sensory experiences, and walks the readers through the process of creating a brand narrative, such as messages and a brand story. It also emphasises the need for consistency and gives structure for creating a consistent approach to brand representation.

12. BRAND REFRESH

This chapter introduces various brand refresh scenarios, such as Rebranding, Rejuvenation, and Repositioning. It explains which scenario should be used and the risks and consequences associated with a frequent change of direction. It also manages expectations with an introduction of a project scope.

13. BRAND COMMUNICATION

This chapter debunks several myths about brand communication, including ROI vs. profit and broad vs. narrow reach. It introduces various types of communication, explains the importance of creativity, and guides readers through creating an integrated communication strategy and writing a communication and creative brief. The chapter ends with an introduction to brand communication guidelines.

SMALL BUSINESS & START UP STATISTICS

- About 90% of startups fail. Across all industries, startup failure rates seem to be close to the same.
- The highest five-year survival rate for new businesses is mining, at 51.3%.
- Failure is most common for startups during years two through five, with 70% falling into this category.
- The number one reason why startups fail is due to misreading market demand – this is found in 42% of cases. The second largest reason why startups fail (29% of cases) is due to running out of funding and personal money. Other notable cases of failure are a weak founding team (23%) and being beat by competition (19%). Other major reasons for startup failures (at least 10% or above) are from pricing/cost issues, user-unfriendly products, poor marketing, and product mistiming.
www.embroker.com
- Research shows that 50-95% of start-ups fail within their first 18 months.
- CBS Insights suggest that 95% of start-ups fail, and an astonishing 42% fail because there is no market for the product or services they have created.
www.inc.com
- As of 2021, 20% failed in the first year, 50% within five years, and 65% within ten years.
www.investopedia.com
- 90% of all new products will fail. This could be for several reasons, but in the retail industry the majority fail because of a lack of proper research beforehand.
- 82% of first-time European entrepreneurs fail. This is usually down to a lack of good preparation.
- 50% of all small businesses in Europe will fail within the first three years but entrepreneurs then have a 20% success rate with their next venture.
igostartup.com
- 20% of UK start-ups do not make it past their first year, and a staggering 60% go bust within the first three years.
dcincubator.co.uk
- Fewer than 15% of companies are still operating three years after initial funding.
hbr.org
- 20% of businesses fail in the first year, 30% in the second year and 50% by year five. This illustrates how pivotal the first five years of business are for new ventures.
www.forbes.com
- The U.S. Bureau of Labor Statistics reports that about 80% of small businesses will survive their first year. About 70% of businesses with employees will survive their second year in business. Down the road, it's reported that 70% of small business owners will fail before their 10th year of operating.
- Over 50% of small businesses will fail before their fifth consecutive year of operating. Only 30% go on to survive their 10th year in business. According to trends by the U.S. Bureau of Statistics, these failure rates have remained consistent for decades.
www.luisazhou.com
- According to statistics, 21.9% of new businesses fail within the first year. By the fifth year, the number increases to 50%. Only 34.4% of small companies survive for at least 10 years.
- 82% of failed small businesses experienced cash flow problems, while 42% found a lack of demand for their product or service.
www.hostinger.co.uk

BOOK WRITING

Instead of carrying on 'fighting' through interviews that often reward you with nothing but a bitter sense of inadequacy, I packed everything I've learnt over 20 years in business into a practical strategy guide to share with all who may find it helpful. I had so much knowledge that it was begging for better use. I didn't know what to do with it once it was written. I just figured out it'll be safer on paper than in my head.

So many times, I had to explain to businesses what strategy and brands mean and how to turn their fortunes around, getting little understanding in return. Only when I began writing the book, and to my relief, I realised that my way of thinking about strategy, brands, customers, communication, and profitability is fully aligned with the Harvard Business Review contributors. This fact alone confirmed that what I know matters, and people may benefit from my expertise.

My goal wasn't only about providing information but helping gain strategic business confidence, customer empathy, and satisfaction from running a business. It intends to make the reader's business journey easier, more meaningful, more profitable, and more enjoyable.

I believe that running a business shouldn't be draining or effortful. It means to be enjoyable for owners, employees, and customers alike. Unfortunately, I don't have a magic wand to turn the situation around. However, if the strategy guide could help a few companies make growing a business less stressful, more satisfactory, and profitable, I would consider my time well spent.

BUSINESS BACKGROUND

I spent years deepening my business knowledge and keeping up with the latest trends in strategy. I dove into behavioural psychology to get a better understanding of customers. With time, I solidified my leadership, influencing, and persuasion skills to achieve what I deemed necessary. I aspired to be the best in my craft and was certainly getting there.

I was fascinated by strategy. Strategy is about winning by differentiation using a combination of substance and style. The substance is rooted in an in-depth understanding of sociology and psychology. The style is rooted in art, design, and aesthetics (looking back, I was naturally predisposed to strategy since both appeared to be my life-long passions).

What I enjoyed the most was giving new brands and businesses a strong start. I loved developing brands, launching or repositioning them, bringing them to the world, and ensuring they were successful. It was about challenging industries, rusty category rules, and established thinking. Not being short of ambitious, I never wanted to launch anything less than 'iconic'.

Building a brand involves approaching a new audience with an unbiased opinion and an unbrainwashed mindset. It's about appreciating that customers not only differ from one product category and price segment to another but, with time, evolve within these parameters.

I didn't want to be pigeonholed into one industry. I was confident that the same approach to devising strategies would apply to B2C as B2B, P2P, and nonprofits. And I was on a mission to prove it to myself and the broader market. I was changing industries, business sectors, and company sizes to demonstrate that I could create a successful brand no matter what. All I needed was a sound knowledge of strategy fundamentals and an in-depth understanding of a new product category, its customers, and its competition.

I learned that businesses could succeed in markets overcrowded with competition only by building an unshakeable connection with customers and creating a differentiated, relevant, and appealing positioning.

Early in my career, I also learned that brand marketing is the critical business function responsible for the company's profitability. Knowing that strategies mean contributing to the bottom line, I was determined to build financially successful businesses by bringing powerful brands to the world.

What I wasn't trained on and had to discover through experience is that leadership isn't only about transformation. It's also about humanness. It's about listening, appreciating, and respecting people, taking care of their emotional and mental well-being, helping them realise their potential, addressing their aspirations, and empowering them to be their best selves.

Seeing my brands grow, profitability flow, my people smile, and agencies accepting me as part of their teams were my biggest corporate joys.

FROM THE STRATEGY GUIDE

Embracing the path of growth and learning or reverting to the safety and stability of our (at times miserable) comfort zone are only two options. Making this choice is the only freedom we have.

The greatest gift you can give yourself is the commitment to personal growth. By striving to become better, you'll discover that the possibilities are endless.

Embrace hiring those better than yourself; their skills and motivation fuel business growth. True greatness is in building an inspiring team, not in self-admiration.

Following your passion turns work into leisure. Pursuing your mission transforms it into a meaningful journey. Together, they breed self-actualisation and fulfilment - a dream state to be in.

Genuine care is required to persevere.

Every successful endeavour follows a common path, while every failure finds its unique route to disappointment.

Strategies aren't dead. Strategists are extinct.

The strategy makes you close the 'doors of potential' and walk one path forward.

Strategy is a guide to the destination.

Talking about brands is trendy. Every company understands the importance of having a brand. Yet, only a mere few realise what a brand is and how to create one.

Not only do well-defined brands attract the right people, but they also repel the wrong ones.

Your brand isn't what you sell. It's what people buy.

Every commodity product will have a logo. Some commodities will even be distinctive. No commodity is a brand.

You can build a brand without talking about a product, while you can't build one by talking about a product alone.

The best brand building is effortless. Don't force it onto your customers. Let them connect the dots.

Brand equity is the 'golden goose' of your business.

A sale can't be forced. It has to be earned.

Products are about acquisition - they put pennies into your pocket. Brands are about experience - they make you rich.

Businesses own the costs. Customers own the revenue.

Launching a business without strategy is surrendering it to aimless drift, and crafting a strategy without thorough research is a death sentence.

Don't fear the number of competitors. Instead, learn how to take advantage of their weaknesses.

There will be no standing out from the crowd if we do not know what the crowd is offering.

Aspire to be better than the best rather than better than average.

Mediocre brand strategies are biased. Outstanding ones mirror customers.

People barely know themselves, so it's a bit too ambitious to claim that we truly know others.

Brands don't grow on subjectivity.

The value paradox - customers don't know what they're paying for, and companies don't know what they're charging for.

Improving lives is the only sustainable way to unite people behind a business.

You lose ownership of your brand perception as soon as customers form it. You lose the definition of your brand as soon as customers voice it. You lose control over your brand's destiny as soon as customers become the authors of its story.

AWARDS

STEVIE INTERNATIONAL BUSINESS AWARD

EMEA Communications Campaign of the Year - Social Media Focused, Silver, 2016

The Stevie® Awards are the world's premier business awards. They were created in 2002 to honour and generate public recognition of the achievements and positive contributions of organisations and working professionals worldwide.

PRCA DARE AWARD

Digital and Social Media Award, Runner-up, 2016

The PRCA DARE Awards seek out and reward the best communications professionals in the UK. This award recognises campaigns that include a significant element of digital and social media work, whether on their own or as part of an integrated programme of PR and targeted marketing activity.



FIREBIRD BOOK AWARD 2024

- Winner Marketing & Public Relations
- Winner Entrepreneurship & Small Business
- Winner Book Interior Design Nonfiction



RECOGNITION

Invited judge and moderator to multiple forums and awards, including PRCA, The Marketing Forum, and The Transform Awards in excellence in rebranding and brand strategy.

Contribution to Capital One's corporate Diversity, Equality & Inclusion training, where the materials from the award-winning Take A SEQond Look campaign were used to understand and consider issues of empathy by exploring stereotypes.

CASE STUDIES

Please download the business case studies from www.erinandracraske.com.



CV & BUSINESS TESTIMONIALS

CV is available for download from www.erinandracraske.com.

A few business testimonials are featured on www.erinandracraske.com, while all can be found on www.linkedin.com/in/erinandracraske.

BOOK TESTIMONIALS

"This was an excellent book. I really found a lot of ways that I could use the practical advice it gave me.

Mike M, (Journalist, Writer, Independent Reviewer, NetGalley)

The book deserves to succeed; every small business owner needs a book like this. It could become the 'Encyclopaedia Britannica' of business books

Terry Ch. (Online Marketing Manager, Port Macquarie Online Marketing, Independent Reviewer, NetGalley)

"From Purpose to Profit" is a groundbreaking and refreshing book that discusses business strategy and the essential things readers need to succeed and thrive in business. The book fuses established theories with real-world experience, presenting an easily digestible format. The writing is crisp, and the conversational tone engages readers from the first page. The author has the extraordinary ability to break complex concepts into easy-to-understand language, and her tone carries the authority of an experienced, informed business strategist. This book is chockfull of business wisdom for entrepreneurs and business owners at every level.

Romuald Dz. (Independent Reviewer, Readers' Favorite)

An amazing book that takes us from the idea to the practical plan for marketing in today's world! I love that this book is a start to finish complete book on how to get my name out into the business world. From the planning through the implementation, it shows step by step how to accomplish great things in our businesses. It also has an area to reformulate the approach to better serve the needs of the business and to work through the issues all of us have had within the context of marketing our business. This is a must have for those in business or are wanting to get their name or a product name out into the marketplace.

Jason W. (Independent Reviewer, Booksprout)

"From Purpose to Profit" stands out as an excellent marketing and strategy resource for entrepreneurs seeking to develop strategic thinking and leverage the best that marketing has to offer. The book is not just a static manual but a dynamic companion for businesses committed to sustained growth and meaningful impact.

Leonor A. (Business Coach and Consultant, former General Manager and Board Member)

"From Purpose to Profit" is an incredible book that covers basics so well for anyone wanting to make sure nothing gets missed out. Mastering the basics is the cornerstone of excellence—there's always room for growth, no matter the level of expertise. The insights presented in the book are instrumental in reinforcing the fundamental skills essential for success.

Sam Sh. (Trainer, Mentor, AI Consultant, Author, KeyNote Speaker)

I am reading your brand positioning work, and it is excellent! You should offer online courses in marketing. What you have to offer is very valuable! I am sure that even professional marketers will benefit from it.

Lisa G. (MA, Head of Brand Development)

I liked this book! It's so well structured. From my experience, only a few small businesses will approach it so systematically, and this, of course, is a huge omission. This guide would be a great support for those starting. It can be a reference book to go for to brush things up.

Kate G. (Marketing Lead SME)

Thanks to your guide, the presentation went well. We won the tender. I got a lot of valuable information, particularly handy from a practical point of view! There is much texture. It's factual, well structured, and easy to read.

Kirill U. (MBA, Business Consultant, Entrepreneur)

There is a lot of helpful information I haven't come across before. I believe it will be suitable even for senior marketers. I will buy it for my team as a strategy reference book when it's published.

Anna K. (MA, European Marketing Director)

It's a great read! I love your writing. Such a great balance between informative and informal!

Lauren D. (Business Editor and Proofreader)

HOW DID YOU DECIDE TO WRITE THE STRATEGY GUIDE?

Since I believed the only way to earn a living was to be an employee, I diligently wasted my time on endless job interviews. As a strategist, I carefully prepared for every interview, analysing the category, competition, product, audience, and positioning. I never wanted to be pigeonholed within one industry, so I had no product category preferences and considered most available opportunities. Such wide exposure allowed me to analyse countless companies. Further conversations with hiring managers solidified my understanding of how most companies think and operate.

At the same time, it made me realise that my knowledge is rather unique, and some managers are eager to know more or, ideally, to use it for free (as part of the interview process). Getting a self-esteem boost from their feedback, I realised that my experience was worth sharing. So, I decided to create an online course, which eventually turned into a book.

The only thing I wanted was not to have my knowledge and experience wasted, as I saw evidence that people could benefit from it. I also wanted to pay tribute to the brands as they are meant to be and are undeservingly forgotten.

I had so much knowledge that it was begging for better use. I didn't know what to do with it once it was written. I just figured it would be safer on paper than in my head.

WHY DID YOU DECIDE TO WRITE THE STRATEGY GUIDE?

Talking to various businesses and conducting my desk research provided me with a massive base for analysis. I also examined the reasons behind failed businesses, and the list alone revealed that the marketing and brand areas account for the biggest share of detrimental business mistakes.

As a brand strategist, I was trained to treat and manage my brands as financially independent businesses. The company's overall profitability depended on the bottom-line contribution of every single brand, not on sales, but on the brand's contribution.

Lacking knowledge of strategy, misunderstanding the meaning of a brand, disengaging from research and planning, and not recognising the difference between profitability and immediate cash made it clear that failures are consequences of this business illiteracy. This lack of understanding impacts the survival rate of small businesses and forces larger companies to go through tough times of cost and budget cuts, diluting their expertise, business uniqueness, and customer engagement.

I knew there were deserving brand owners out there who deeply care about their business, customers, and contribution. This guide was created uniquely to make their business journeys easier and help them avoid unnecessary missteps.

WHAT ARE KEY BUSINESS MISTAKES THE GUIDE IS TO ADDRESS?

- **Lack of strategy knowledge:** businesses misunderstand strategy, struggle to devise one, and hold misconceptions about essential brand and strategy concepts.
- **Low barriers to entry impact:** low barriers turn every business owner into a marketer, often without prior knowledge. 'I-know-it-all' owners resist having their thinking challenged.
- **Immediate financial focus:** many businesses prioritise immediate financial gain, resorting to chaotic trial-and-error actions mistaken for strategies due to a lack of knowledge.
- **Brands as product names:** brands are reduced to product names and logos, heavily promoted through 'push' activities, competing for attention.
- **Product-driven businesses:** businesses prioritise products over customers, attempting to fit existing products into markets, neglecting customer needs.
- **Simplification of customer psychology:** understanding customer psychology is often reduced to exaggerated avatars, sometimes fictional and disconnected from actual human customers.
- **Focus on tactics:** marketing is plagued by a focus on mechanics, ROI, and constant tactical changes.
- **Questionable knowledge sources:** marketing knowledge often comes from online digital gurus, heavily influenced by the latest trends, creating unnecessary confusion and questionable 'best practices.'
- **Business owner's contribution:** hands-on business owners tend to get involved in marketing, insisting on ever-changing tactics that are sometimes reduced to the absurd, leading to stressed, burned-out teams, a drain of resources, and a diminished business contribution.
- **Superficial funnel understanding:** recommended customer disposition funnels often skip the crucial 'consideration' step and attempt to bribe loyalty.
- **Image advertising simplification:** image advertising is frequently reduced to product reels promising immediate results, overlooking the importance of brand building.
- **Fragmented marketing teams:** narrowly specialised tacticians manage brand communications, resulting in fragmented teams and hindering overall business development.

WHAT MAKES THIS BOOK UNIQUE?

The fact alone that I managed to finish it and keep my sanity is an achievement.

In reality, I hope this book is genuinely different. At least, it intends to be such.

The book is designed to be an 'all-in-one' solution. In a well-structured manner, it covers all I learned over 20 years in

the industry and used daily. If it worked for me, it would certainly help my readers.

There is a lot of helpful information and no 'water.' Every sentence is strategically chosen not only to share knowledge but to change the reader's mindset. Such an intense narrative may not make it a leisurely read but more of a reference guide to finding answers to various strategic challenges.

Providing, to a certain extent, coverage of all the strategic necessities, it's a perfect book for business leaders who have no time or need to dig deeper. With such knowledge, they can either DIY or feel comfortable guiding their marketing functions. At the same time, it can serve as a springboard to deepen someone's knowledge in areas of interest. There are loads of valuable books out there that go deep into each subject.

Knowing that it may be valuable to some readers and realising that I am not a Harvard professor, I heavily invested in providing rationale, insights, research data, and famous quotes to add credibility to my recommendations. Unfortunately, for copyright reasons, all famous quotes had to be replaced by my interpretations, which was far from ideal.

Throughout the book, you'll find quite a few repetitions, as my experience in education proved first-hand that 'repetition IS the mother of learning.' I wanted my readers to retain information effortlessly and see how the same principles apply to various strategic imperatives.

I tried to write as I speak, so the style is informal and sometimes challenging. I wanted the information to be easy to digest and to break expectations from opening a marketing manual. The guide intends to be aesthetically pleasing and an easy read, even for somebody with little to no experience in marketing or strategy or for those who prefer to skim through copies.

The guide is suitable for a wider audience. It's a great book to read to craft a business introduction strategy. That said, it will be equally helpful for somebody ready for a business re-set or to implement corrective actions to an existing brand or business. It could be equally helpful for coaches and consultants who work with such clients.

WHAT DO YOU WANT TO ACHIEVE?

What I aim to achieve is a belief that running a business shouldn't be draining or effortful. It should be enjoyable for owners, employees, and customers alike. While I don't possess a magic wand to instantly turn the situation around, if the strategy guide could help a few knowledge-hungry companies make growing a business less stressful, more satisfactory, and profitable, I would consider my time well spent.