



Bold.
Clever.
Creative.



confidence
clarity
charisma



#vision

**If it's not
moving you,
it's not *genuine*.**

These words represent the well-proven checkpoints for our clients' projects as well as our own. Is this solution **clever** enough? Have we tried to find a more **creative** way of approaching this? Is this the **bold** choice? All three help standing out such making the best use of your marketing and sales budget.
#brandbuilding #coaching

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A brand is SOOOOOO much more than a logo. It's a whole universe with its own rules, colours, tastes, sounds, feelings and stories. So, a website and a logo are obviously a good place to start, but your brand will and should be built through the years with a trillion of tiny actions and choices. Like this, it's never too late to redefine your brand.
#digitalmarketing #brandpotential

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Three great mantras used to inspire great brand communication (we use them with our clients, too). Use them as a mini checklist: Does this here convey clarity? Are we communicating with natural (!) confidence? Does this way of communicating transmit charisma?
#checklist #marketingtips

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Clarity is THE massive budget and time saver that can be of great help in your marketing and sales process. Dare to invest time and money to find clarity and live bravely through the fogginess that you might endure during the experimentation phase. Once you're clear, stick to that. Let us help you develop the necessary details and discipline.
#innovation #designthinking

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What's your inner vision? Your intuition is one of your major tools - and we encourage you to use it. One way intuition comes into play is via your inner vision of the world you're trying to create. Be sure to find a marketing and strategy coach that helps you build on that in contrast to destroying it. And when in doubt... just choose us. ;))
#entrepreneurmindset #strategy

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Many people fear that 'professional' marketing will smoothen your uniqueness away: No more rough edges to make you and your company recognizable. Which would be bad indeed! To the contrary: Think the Stones, Depeche Mode (ever had a look at their teeth in the 80s!?). We love helping people stay special with their brand and vision.
#authenticity #stayweird

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I
am
stubborn.

*Yes, your empire might start
over a glass of wine.*

That is if, the very next
morning you start
working
on it.



“The definition of
genius is taking
the *complex* and
making it *simple*.”

Albert Einstein



A good glass of wine - a lot of good things might start with that. Maybe the idea for your next company will be one of those good things. However, turning an idea into reality is THE main difference between dreamers and doers. Be one of the latter and let us help you get there.

**#winetime #startuplife
#redwine lover**

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Something you had planned to finish this week for some reasons just did not work out? Take the break for the weekend. Recharge. Get right back into the game on Monday. Your team, your work needs to know that you won't let get go of that till it's done. Be STUBBORN and be proud of it. It might be the secret for success for your business.

**#stubborn #persistence
#stayonyourgame**

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Oh - those 'dinosaurs' of business (and life): Won't they ever go away? ;) The struggle is real while we fight it forward with our clients. Part of the challenge: How to combine timeless know-how with state-of-the-art digital tools & tech. As so often in life, a bit of humour takes you a long way. Why not take that funny dino as a reminder of that? ;)

#design #branding #humour

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How do Einstein and sales go together? "My dad was a mathematics teacher. He lived up to this quote when he explained the relativity theory to me and my brother within 20 minutes" says o8 CEO Kristin Reinbach. Complexity destroys sales. Your sales process needs to be boiled down to the vital elements - something we are glad to help with.

#mastersales #inspiration

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