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**STAND OUT**

**Tools To Master The Eight Fundamentals  
Of Standing Out In Business**

By Winnie Brignac Hart and Lorrie Brignac Lee

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Contact: Lori Ames

631-539-4558

[lori@theprefreelancer.com](mailto:lori@theprefreelancer.com)

**BRAND TRAFFIC CONTROL: STAND OUT, TAKE OFF, STAY ON COURSE  
TwinEngine Team Shares Their Strategic Approach In New Book**

In today's complex business environment, having a superior product or service is not enough to distinguish a company from its competitors, nor can advertising alone command the attention and loyalty of customers. What's needed is a consistent and genuine message that communicates the company's core values, beliefs, and purpose – in short, a brand.

In their new book **STAND OUT: Tools To Master The Eight Fundamentals Of Standing Out In Business**, marketing and branding experts Winnie Brignac Hart and Lorrie Brignac Lee provide a framework for developing and refining a message that will resonate in the marketplace. "When you say, 'this is what we stand for and this is why we do what we do' – you do so with the understanding that you will appeal most to those people who share your values and who relate to what you say you stand for," say

Hart and Lee, founders of TwinEngine, a Houston-based strategic marketing and creative agency.

As twin sisters, the authors have developed a heightened awareness of the importance of perception and reality. From their first-hand experience of dealing with misperceptions and working hard to refine their individual identities, they've honed the ability to perceive differences in other people, companies, and brands. In **STAND OUT**, Lee and Hart have distilled this ability to help companies see themselves more objectively into a set of tools and exercises, such as the Brand Traffic Control Radar Tool, the Brand Traffic Control Assessment, the Brand Positioning Assessment, and the One-Page Marketing Plan.

The Brand Positioning Assessment shows where a company is compared to the competition and competing brands by measuring the four key attributes of a brand:

**Brand Differentiation** How effectively does the brand capture the attention of prospects?

**Brand Relevance** How aligned is the brand to customers' and prospects' needs?

**Brand Promise** How consistently does the brand deliver on its promises?

**Brand Intelligence** How well does the company understand its brand and the quality and impact of the brand experience on its customers?

Ultimately, a company's product or service becomes an obvious choice as an extension of its story. The key is authenticity – aligning what an organization communicates about its products or services with what it truly is. When a company's story, messages, and images reflect the values, personality, and lifestyle preferences of its customers, they'll feel more involved with the brand.

**STAND OUT** contains diagnostic assessments and exercises to identify a company's distinct advantage – those talents, qualities, and values that define what it is. There are eight primary factors that enable companies to stand out, be remembered, and become a trusted and preferred choice of customers and prospects.

**Purpose** The organization knows and lives its purpose, knows what it stands for, and is true to its beliefs.

**Reputation** There is continuous and ongoing awareness of the organization's reputation and top competitors.

**Visuality** The outward appearance of the brand truly reflects who the organization is and the value it delivers.

**Authenticity** The organization's messaging is consistent, true, genuine, and communicates value propositions.

**Ideal Leads** There is a consistent funnel of leads that are defined, nurtured, and managed.

**Distinction** The organization stands out among its competitors, influencers, and industry thought leaders.

**Strategy** A 12-month marketing plan is in force and aligned with the organization's goals.

**Mindset** There is focus and commitment to achieve desired results.

**STAND OUT** will equip CEOs, chief marketing officers, and chief strategy officers with tools and resources to help their business define what it is (distinct advantage), clarify how it represents itself to its prospects and customers (brand), and align these in practical ways to achieve specific measurable goals (strategy).

## **About the Authors**

**Winnie Brignac Hart** and **Lorrie Brignac Lee** bring 25+ years of marketing experience, 125+ industry awards and a passion for leveraging their twin talents to help companies translate traditional marketing channels into forward thinking online and social marketing solutions. They have built a reputation as inspired, award-winning designers and savvy interpreters of business brand and personality. At TwinEngine, they have collaborated with the largest public and privately held corporations in the region, helping them define their distinct advantage and what makes them stand out. They define their business style as collaborative and relationship-based, and bring a right-brain approach to the visual organization of ideas and the left-brain efficiencies of real-time brand management.

For more information visit [TwinEngine.com](http://TwinEngine.com).