

HOW TO COME OUT OF NOWHERE WITH CANON WING

Tagline Introduction *Transcript*

Hey everyone. It's Canon Wing from Inspiration to Millions coming out of the hometown of Las Vegas. Well, I'm just outside of the hometown on the side of the road and you'll find out why in just a second. But if you're just joining us in this series, we are answering the question on every entrepreneur's mind, How To Come Out Of Nowhere and take this game by storm. And you do that by building your brand like you would a hometown. So in this series, we are going to go into a deep dive in each episode on a different one of the ten landmarks of branding which are the exact same ten landmarks of every great hometown. So why today am I standing out on the side of this highway in 110 degree weather? To show you how many people are on this long highway that only goes to Vegas pretty much. In this extreme weather, I've got extra coolant in my trunk just in case. So I can make it all the way there. And why are we doing this? Why are people flying all over the world to get to Vegas? They have a very clear brand promise stated right in their tagline. And we're going to deep dive into Vegas, what happens in Vegas. Oh, no, I'm sorry, Vegas, what happens here stays here.

Everyone always says, "What happens in Vegas stays in Vegas." We've all the made the tagline our own and it's been in moving and it's catching and it's driving all of these people across this desert to go and let loose in Vegas. And we're going to do the exact same thing. We're going to go and walk and talk through the twinkling the lights and maybe simple city of Vegas about how you can use the secret power of a tagline to jet fuel your brand and come out of nowhere.

The 10 landmarks of branding. So what are they? Name, Tagline, Logo, Story, Website, Social Media, Products and Services, Campaigns, Blog, and most importantly, Values and Ethics.