

# The Neighbor

EVERYMAN, REALIST, REGULAR GUY/GAL

## MY WHY:

To belong and connect, to accept and be accepted.

## CONGRUENT STATEMENTS:

I belong, I connect, I accept, I empathize, I equalize, I ground

## MY HOW:

Through ordinary solid virtues, being down to earth.

## PEOPLE MIGHT SAY I'M:

Realistic, friendly, fair, reliable, empathetic, unpretentious.

## MY GREATEST FEAR:

To be left out or to stand out from the crowd.

## MY SHADOW:

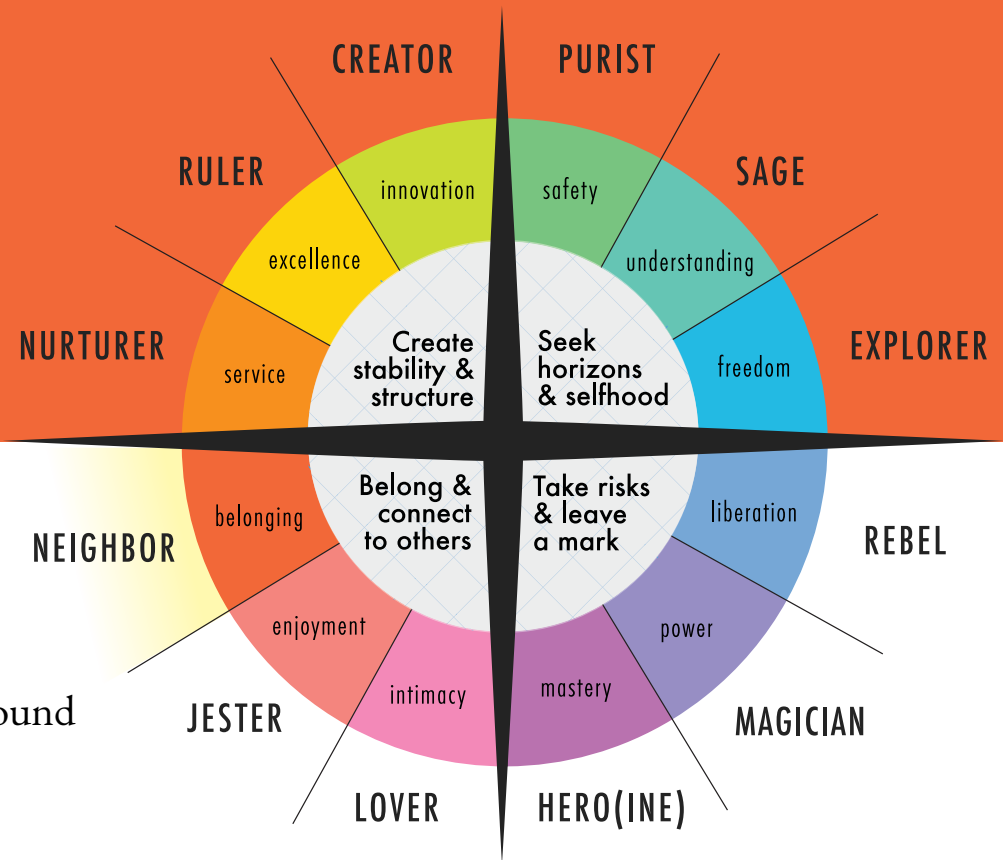
Willing to be abused rather than be alone, groupthink.

## MY VOICE:

Friendly, humble, honest, practical.

## BRAND EXAMPLES:

Levi's, Anne Hathaway, Ikea, The Gap, Home Depot



**BRAVE  
NARRATIVE**

# Key Strategies

## FOR YOUR NEIGHBOR BRAND

### 1. CELEBRATE YOUR STRENGTHS

You may not be flashy, or particularly bold, or attention-seeking, but if you've been seeing your ordinary, down-to-earth ways as a fault, it's time to reframe them as your biggest strength instead. In our attention-seeking Western world oversaturated with ego-boosting social media profiles and selfie culture, stay true to your simple values. Instead of straining to self-promote in a way that makes you cringe, focus on building community, belonging and connection instead. Your audience will thank you.

### 2. BE THE CONNECTOR

How can you use your natural gifts for bringing people together? How can you cultivate a sense of belonging and connection in your audience? Whether in-person or online, create opportunities for likeminded people to find each other and connect through shared values and common goals.

### 3. MAKE YOUR BRAND ACCESSIBLE

Be the great equalizer by making your pricing accessible, your language simple and your offerings down-to-earth. Your brand may not be fancy or high-end, but your superpower is your ability to relate to your people.

# Your Audience

## THE NEIGHBOR'S IDEAL CUSTOMERS

### DEEPEST DESIRES

The Neighbor brand's audience most wants to feel accepted and a part of the tribe. They believe strongly in simple, wholesome values like community, connection and friendship. They treat their friends like family and look to brands who make them feel that sense of belonging, so your Neighbor brand would benefit from treating your clients and prospects like a friend. Consider offering your audience a badge of honour, like a t-shirt or something symbolic they can wear to display their allegiance to your brand.

### BIGGEST FEARS & OBSTACLES

The Neighbor brand's audience most fears alienation and disconnection. As the Neighbor brand, your steadiness and humility is greatly admired and lends a sense of reliability and trustworthiness. Remain true to your Neighbor roots. Be aware of suddenly changing your voice or personality, or you could risk losing the hard-earned trust and loyalty of your audience who may end up feeling abandoned and betrayed by you. Several massive brands have experienced the damaging effects this can have on an Neighbor brand.