



Part 1

Biz Presentation

Please **Mute** Your Mike.

Open Mike: To Contribute, or Ask Questions

Part 2

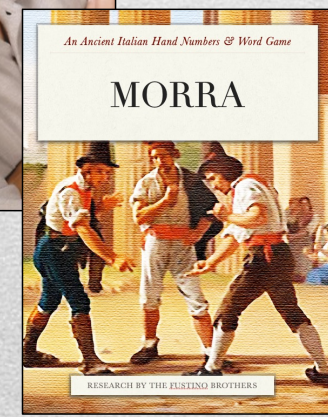
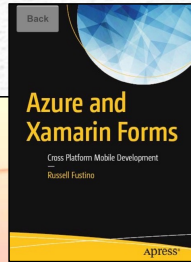
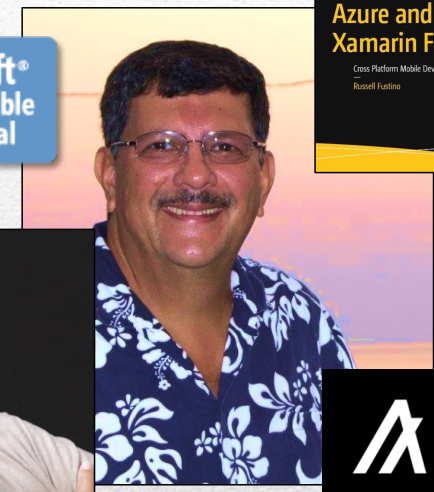
Guitar Lesson

Mute Mike (Except to Play Along)

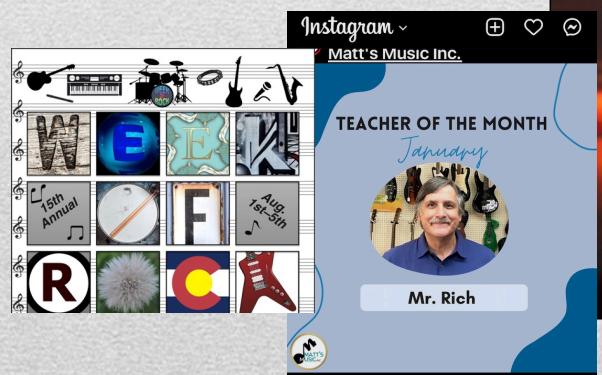
Thank YOU!

Building Powerful Apps for the Stars!

- Russ – Programmer (MVP 2013-18)
- Gary – Design, Biz Social, Mkg
- Rich – Musician, Newsletter & QC



<https://books.apple.com/us/book/morra/id1588114749>





Jethro Tull App
TX 8-265-227
08-04-16



- In All Popular App Stores



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FBI APPS STORE



Building Powerful Apps for the Stars!

FBI Apps Memorabilia Store - <https://fbiapps.storenvy.com>

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(Your Turn to Shine)

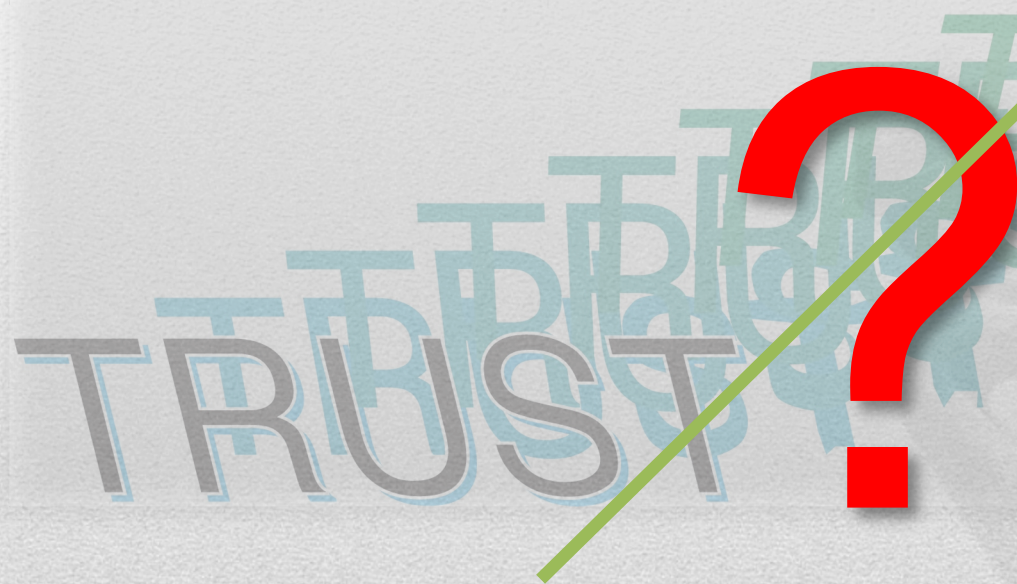


- Introduce Yourself / Your Business
- Fill Us in on a **Hot Project**
- Any Staff or Location **Highlights?**
- Other Biz Things to **Brag** About
- Family / Sports / Vacation Interest



BRAND CONSISTENCY

- Supports Authenticity



McKee Foods, a family business since 1934, is best known for its original line of Little Debbie brand snack cakes. Little Debbie® is America's leading snack cake quality brand.



BRAND CONSISTENCY

- Supports Authenticity
- Eliminate Confusion



TRUST

BRAND CONSISTENCY

- Supports Authenticity
- Eliminate Confusion

TRUST



BRAND CONSISTENCY

- Supports Authenticity
- Eliminate Confusion
- Builds **Trust** / Adds Value

TRUST



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TRUST



BRAND CONSISTENCY

- Supports Authenticity
- Eliminate Confusion
- Builds Trust / Adds Value
- Increases Revenue

TRUST

TRUTH

ROI

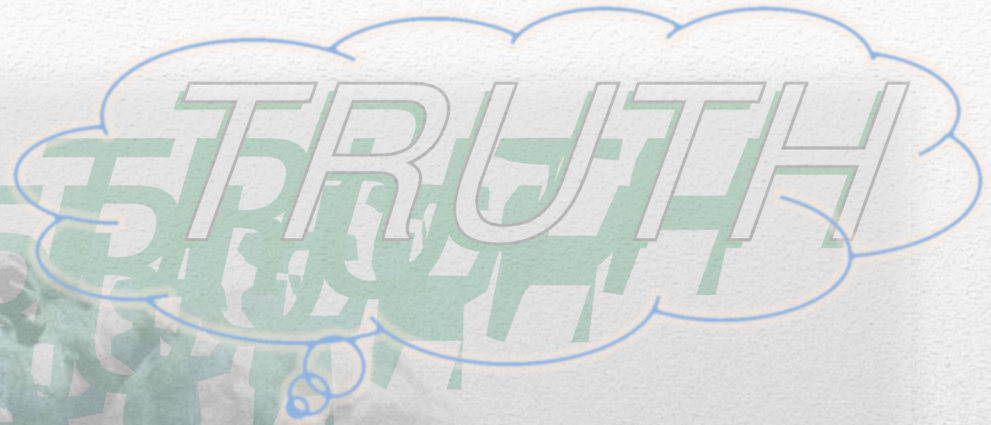
BRAND CONSISTENCY

- Supports Authenticity
- Eliminate Confusion
- Builds Trust / Adds Value
- Increases Revenue



Oops: This famous Vegas sign was never trademarked or registered. The sign was given to the City of Las Vegas by the town's expert neon sign designer – **Betty Williams**

TRUST



TRUST

BUYER'S PERSONA
! Likes / Frequent Activities

! Affiliation / Passion / **Truth**

TRUTH

BUYER'S PERSONA

- ! Pain Points / Challenges
- ! Concerns / Complaints





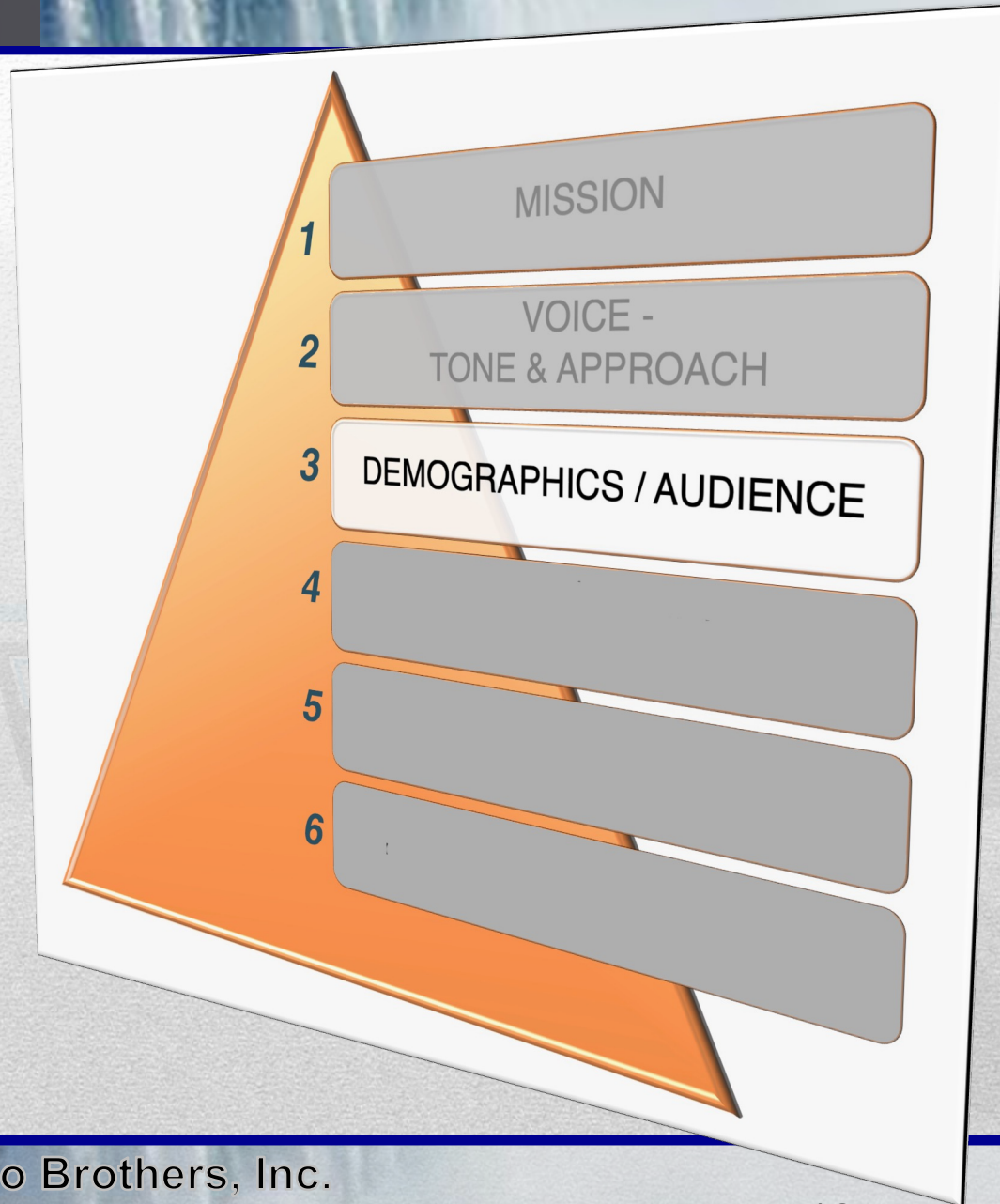
Example - Apple's Mission...

“To bring the best user experience to its customers through its innovative hardware, software, and services.”



- Opinion or **attitude expressed**
- **Characteristics** of a place, business, product, or service
- A bad, **strained**, situation (“putting out the fire”), or a good, **on-target**, promotional campaign
- Bright and notable PR (**good press**)
- Industry **leader** plus community-focused

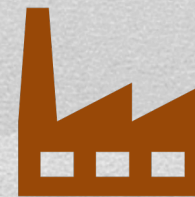
6 Elements of a Brand



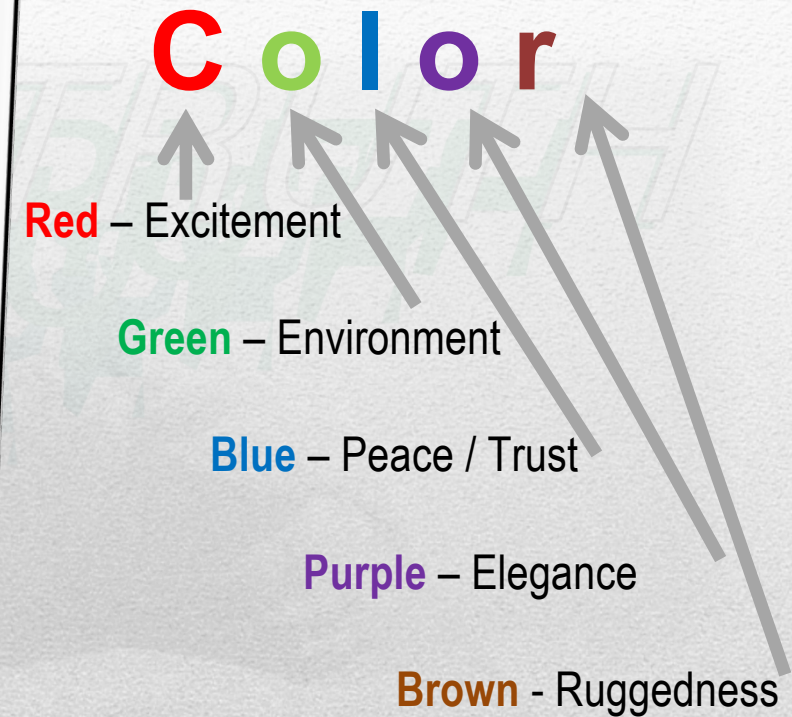
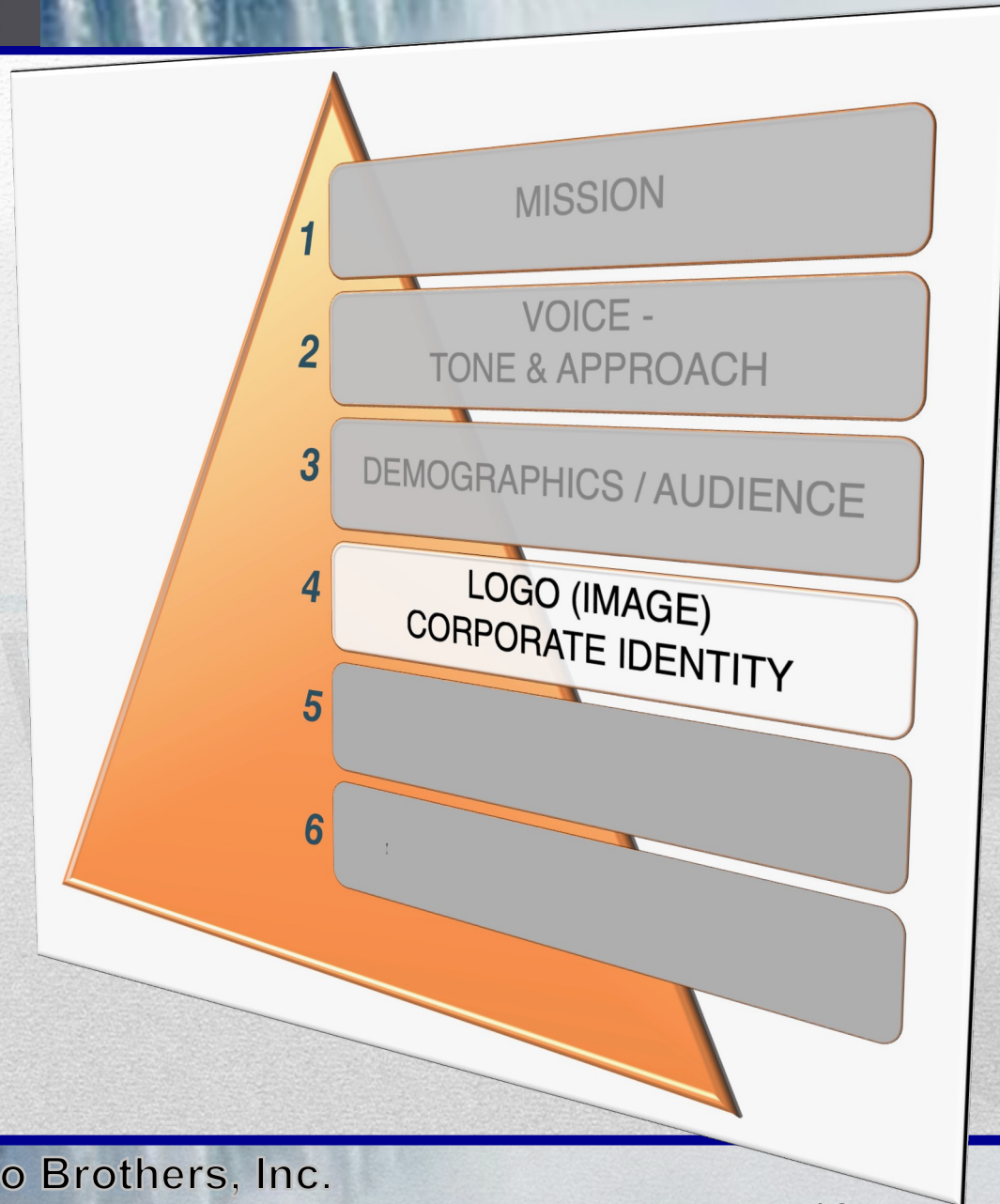
Local, **Regional**,
National, or WW

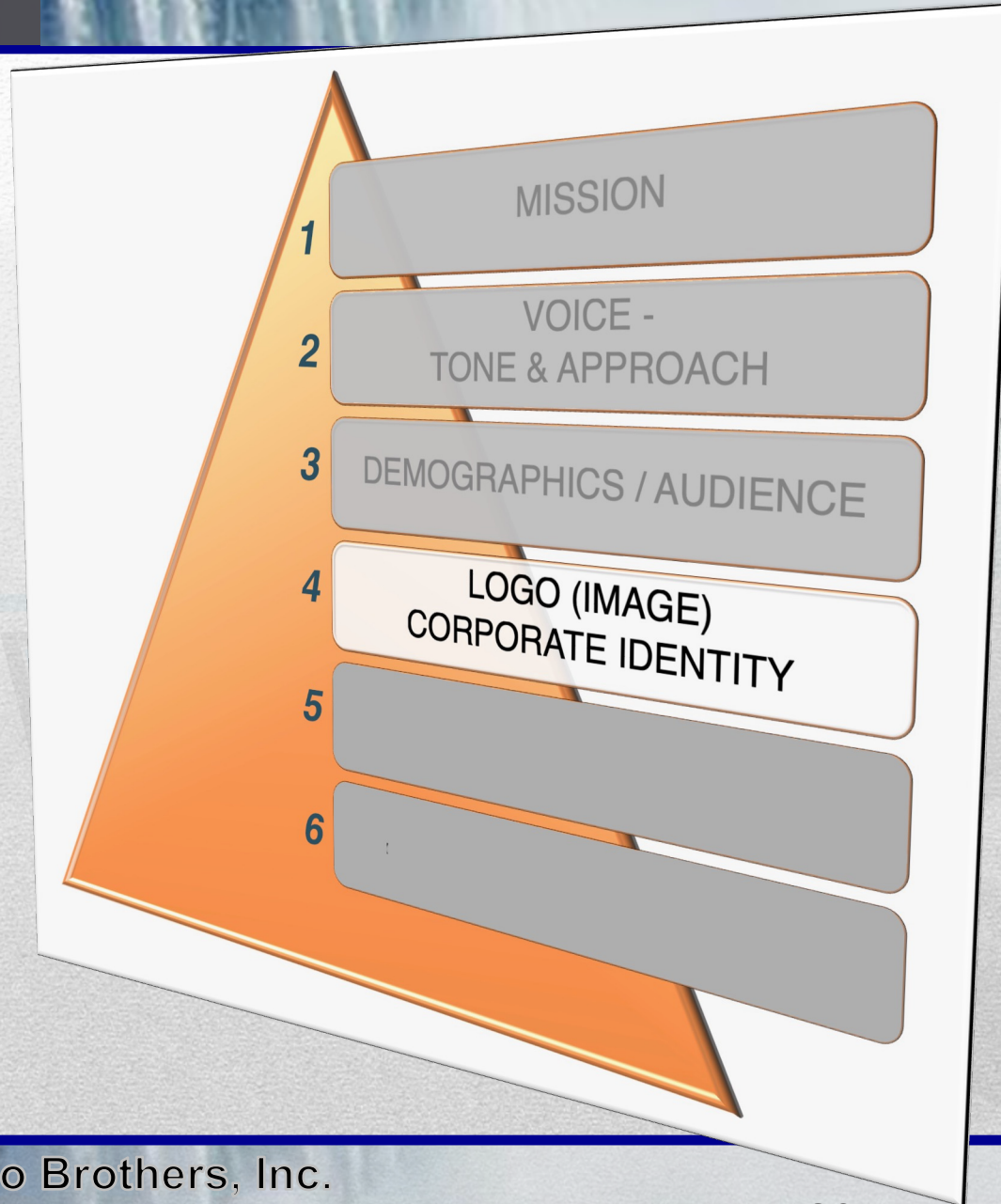


Infant, K12,
Teen, Adult, or
Senior



B2C, B2B, **Mfg**,
Gov, or Other



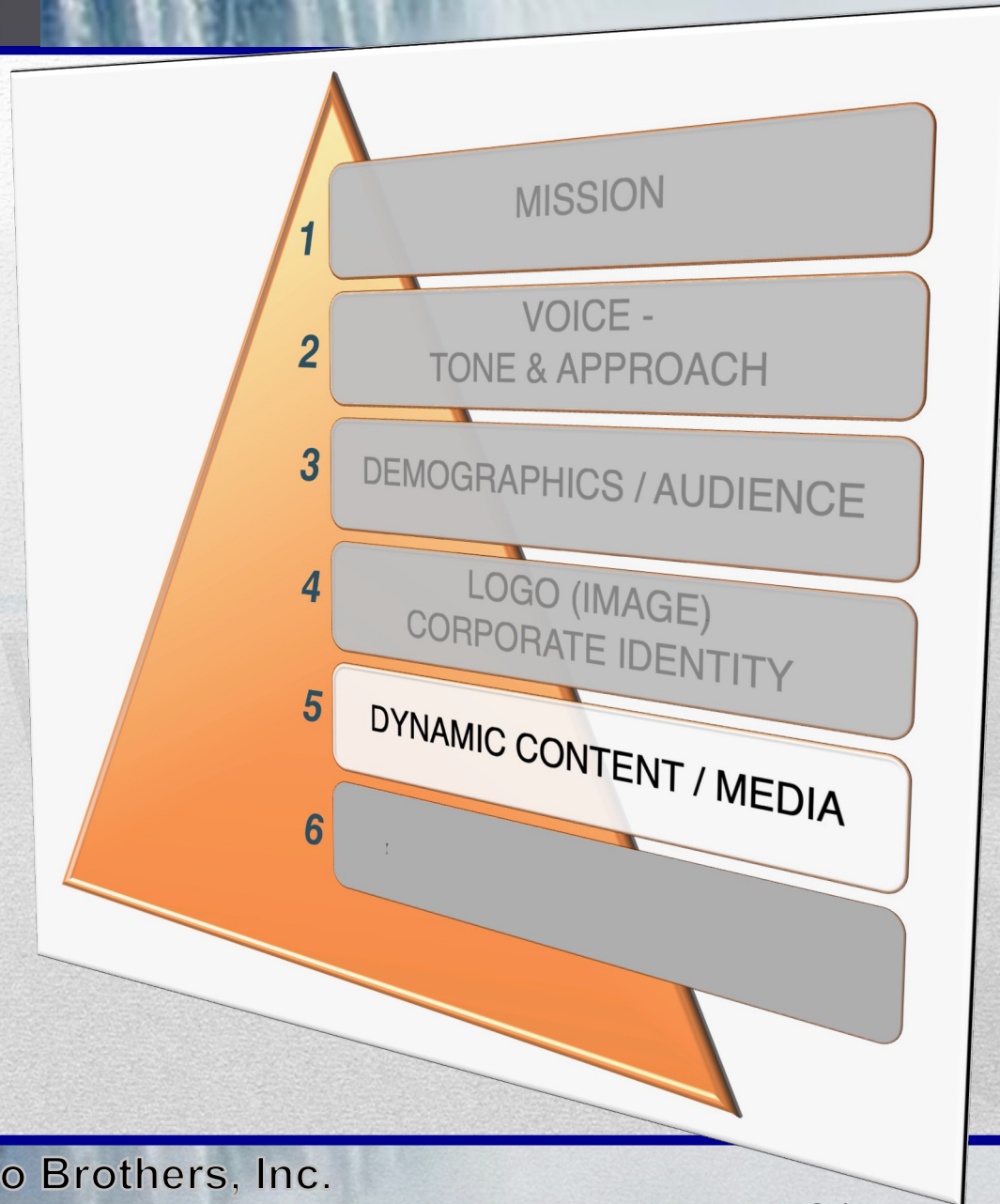


Color

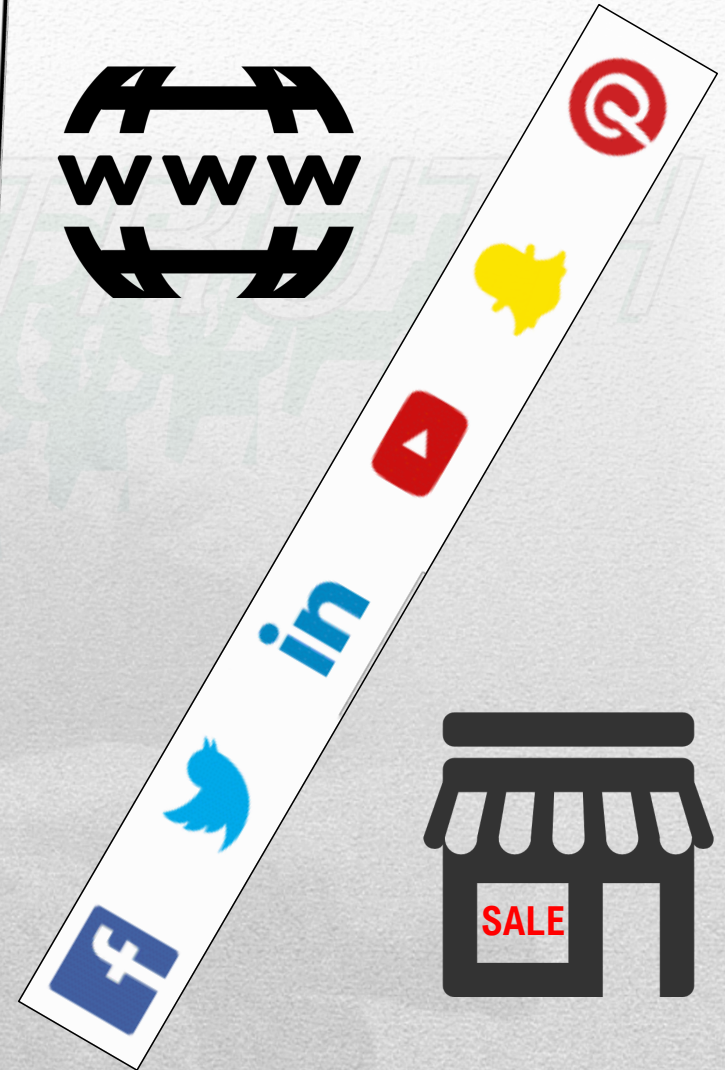
Texture

FONT

*Elements of History,
Region, Innovation,
and Forward Thinking*




6 Elements of a Brand






- ✓ Your Space - Look & Feel
- ✓ **Cohesive** Approach
- ✓ Competition Comparisons


Law Firm Organization




Clio



FindLaw




American Bar...





The Florida Bar


People also search for



Holding Company

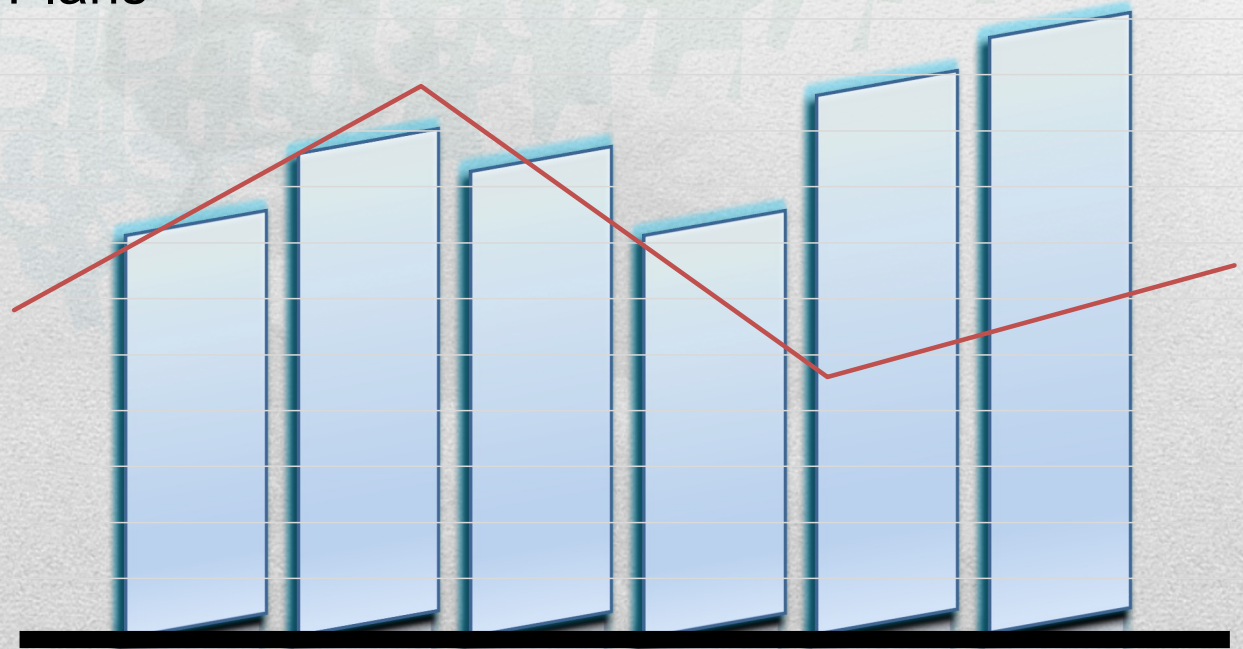








- ✓ Your Space - Look & Feel
- ✓ **Cohesive** Approach
- ✓ Competition Comparisons
- ✓ Review Success and then Fine-Tune
- ✓ Develop Long-Term Plans



Guitar Lesson... “Rockin’ New Year”



Rockin' New Year
Dedicated to Russ A. & Gary C. Fustino

Words & Music by
Richard N. Fustino r6

Page # _____ Tempo 120

Voice

A **A/G#** **A F#** **A/E** **E**

1. Count out loud now. It's a Rock-in' New Year.
2. Count down to be so great. What a Rock-in' New Year.
3. Three, two, one, yeah! So much go-ing on now

D **A**

1. I hear the peo-ple shout-ing. So come on bring in the new year. There say-en.
2. It's go-ing to be so great. You got to have a good new year. I'm hear-in-
3. the wor-ld is pre-par-ing. to bring in the Rock-in' New Year. Say it now.

A **A maj7** **A6** **A/E** **E**

1.2.3. Three, (three) two, (two) one, (one) yeah! (yeah!) a Rock-in' New
Just Rock-in' New
to Rock-in' New

A **Bm** **Bridge 1.2**

1. Year. I A Rock-in'-New Year. with eve-ry-one a-round you sing-ing so loud.
2. Year. 2. Say good bye to all the things you did last year and plan on the new.
3. Year.

D **E7** **D** **E7** **A**

1.3. What a Rock-in' New Year. It's a Rock-in' New Year. Now!
2.4. Ba-by come ov-er here. Join the Rock-in' New Year.

Outro
A **A maj7** **A6** **A/E** **A** **A maj7** **A6** **A/E** **E** **A** **A**

1.3. What a Rock-in' New Year. It's a Rock-in' New Year. Now!
2.4. Ba-by come ov-er here. Join the Rock-in' New Year.

©12/30/2015 & 11/06/2022 by Richard N. Fustino

Dick Clark's New Year's Rockin' Eve (Top Ratings: Real-Life Branding Story)

The broadcast was first aired on December 31, 1972, by **NBC**. The program was hosted by **Three Dog Night (plus George Carlin)**, with **Dick Clark** anchoring coverage from Times Square. In 1974–75, the program moved to ABC, and Clark assumed the role of **host**.

Dick Clark hosted **New Year's Rockin' Eve** annually from 1973 through 1999 and from 2001 through 2004. In December 2004, Clark suffered a stroke, resulting in **Regis Philbin** serving as guest host. Due to the stroke, Clark ceded hosting duties to **Ryan Seacrest** and continued to make limited appearances as a co-host until his death in 2012. Seacrest was typically joined in Times Square by **Jenny McCarthy** until 2019, then with **Ciara** plus other popular stars from Hollywood. Through its deal with Dick Clark Productions, New Year's Rockin' Eve will remain on **ABC** through at least **2024**.

Source Wikipedia



*Music Media & Guitar Lessons
by Online Order or Appointment*

Sign-Up / Register at-

<https://www.weekofrock.com/lessons.html>

WOR: Lessons & Media

Instructions:

Please complete the form. An email will be sent back to you confirming your lesson day, date and time. Thank you for your business.

"Rock On," Def Leppard

Enter Your Information Here (For Lesson and/or Media Purchase)

Note: Lessons are given Monday through Saturday. So... "You're Never Too Old to Rock N Rock," Jethro Tull

* Indicates required field

Name (Lesson or Music for): *

First Last

First Last

Email *



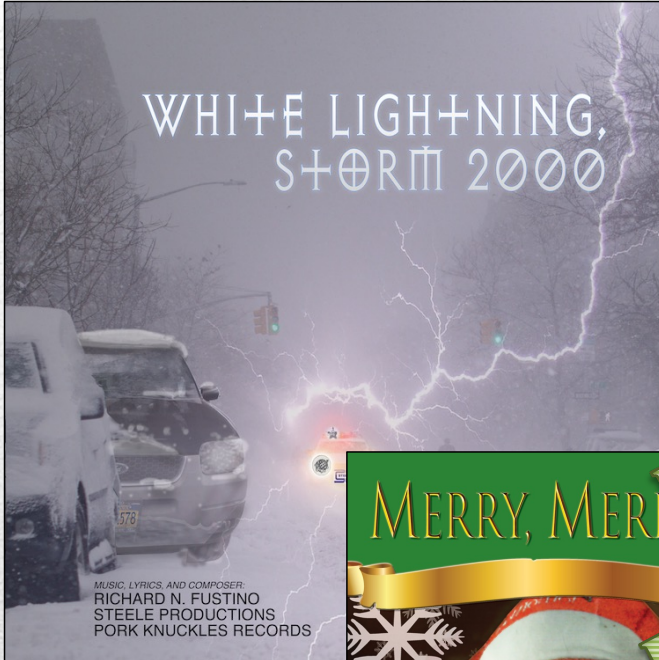
Schedule a Lesson

with

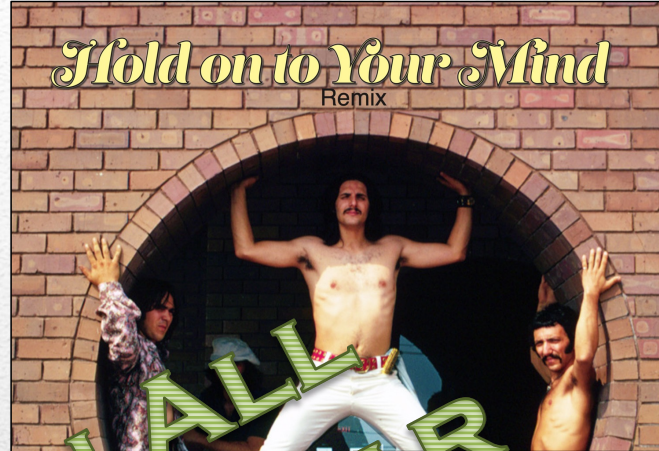
Rich N. Fustino

for:

- Acoustic Guitar
- 12 String Guitar
- Electric Guitar
- Bass Guitar (4 & 5) String
- Ukulele



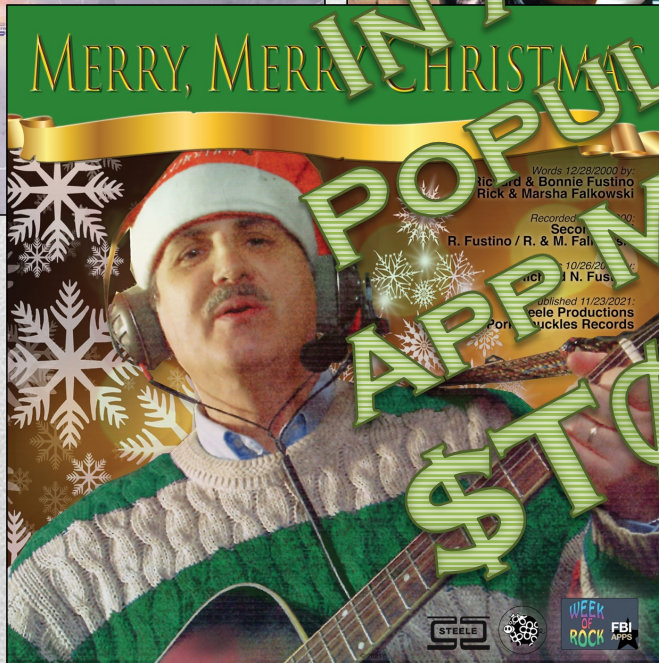
“White Lightning, Storm 2000”



“Hold on to Your Mind (Remix)”



“Merry, Merry Christmas”



“Saving Haiti”



“Eagles Wings”

Richard N. Fustino
New, Coming Soon, & More...

Spotlight From Heaven

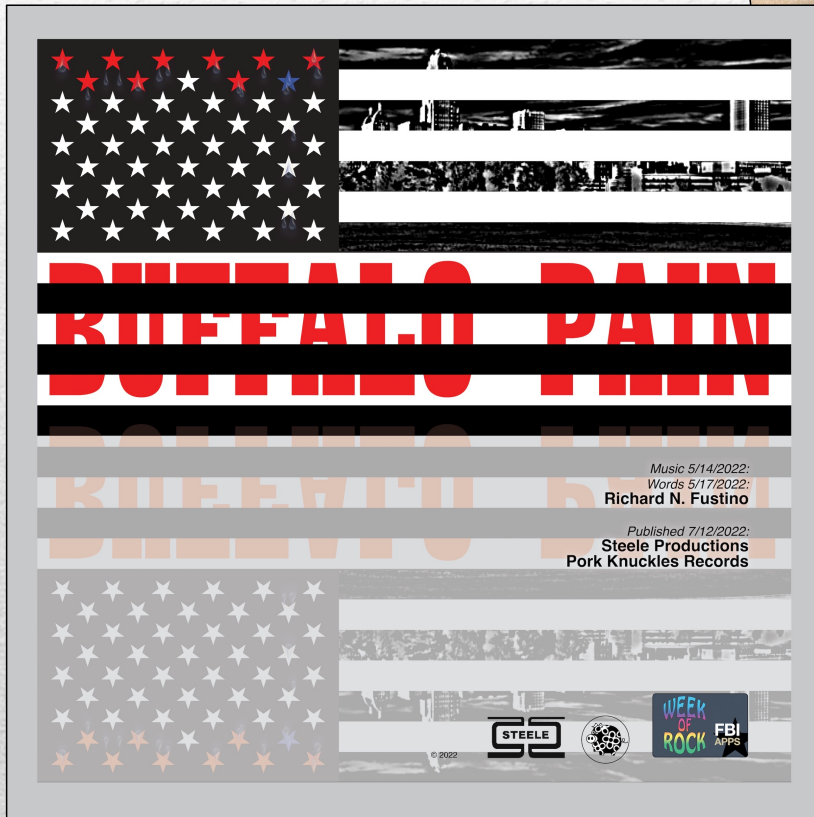


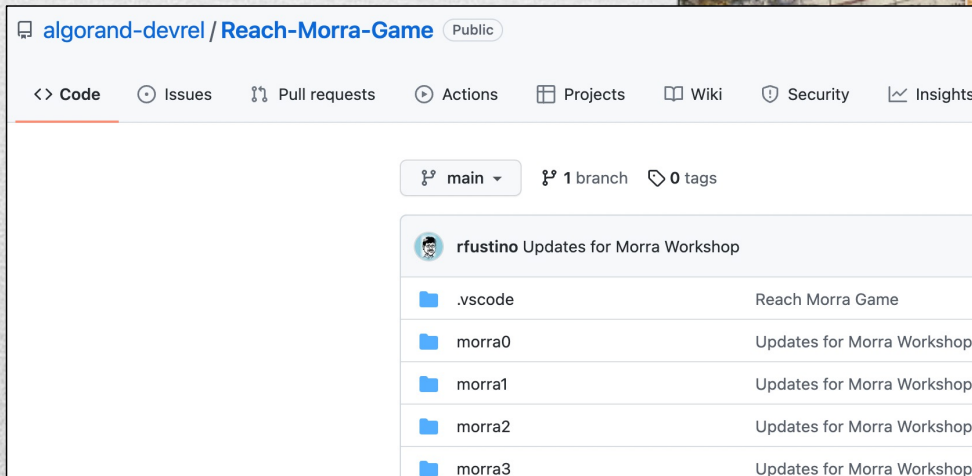
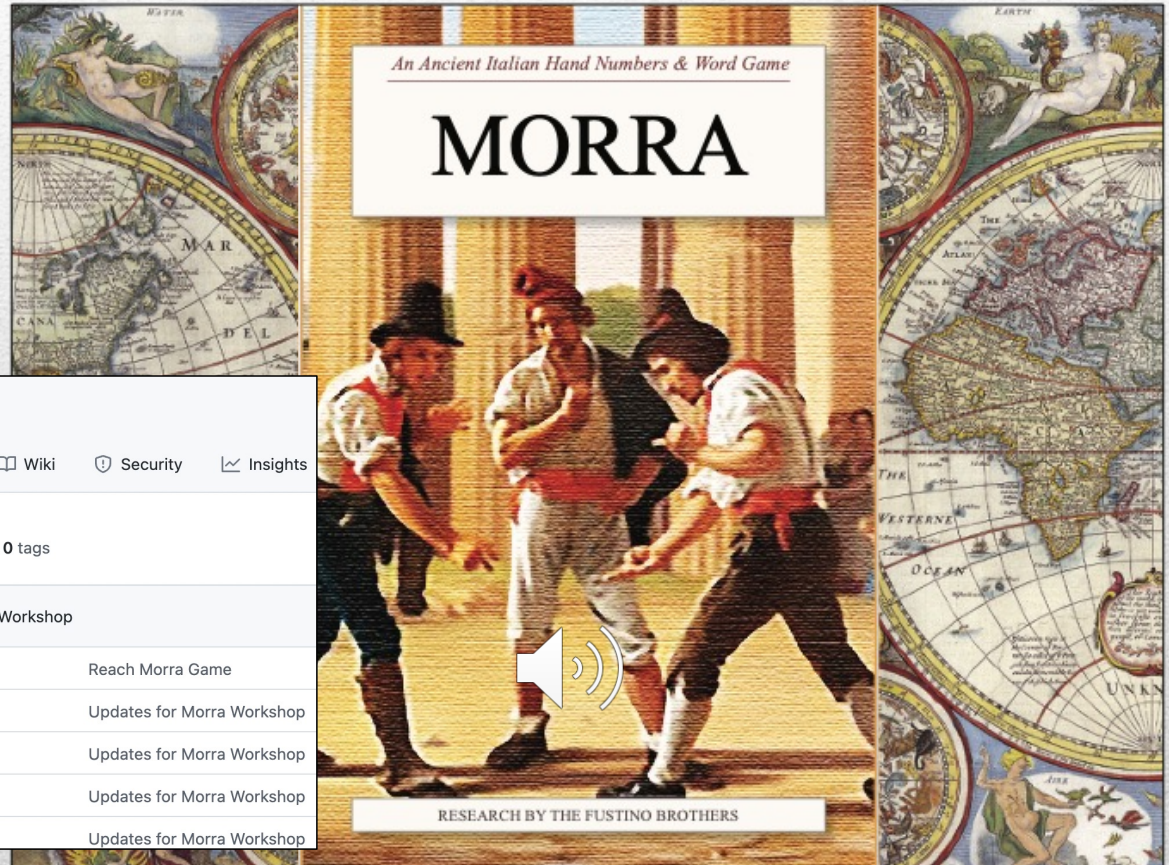
Photo by: Larry Boscarino

<https://fbiapps.storenvy.com/>

Gary Fustino – <https://www.morraappgame.com>

Morra / The Book
Apple [iBook](#), Kobo [eBook](#)
and in [Print](#) (at the Book Patch)

Russ Fustino –
Morra / Github



<https://github.com/algorand-devrel/Reach-Morra-Game>

BRAND CONSISTENCY

- Supports Authenticity
- Eliminate Confusion
- Builds **Trust** / Adds Value
- Increases Revenue

TRUST

BUYER'S PERSONA

- TRUTH
- ! Likes / Frequent Activities
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ELEMENTS OF A BRAND



BRAND STRATEGY

-
1. Your Space - Look & Feel
 2. **Cohesive** Approach
 3. Competition Comparisons
 4. Review Success and Fine-Tune
 5. Dev Long-Term Plans

Resources

[T!PS Blog](https://www.inbusinessseo.net/tps-blog) (Where Our Free Webinars are Archived)

<https://www.inbusinessseo.net/tps-blog>

[T!PSnBYTES](https://paper.li/FustinoBrothers/1505877103#/) SEO & Biz Social Media ‘Best Practices’ Newsletter

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[FBI Apps Software Daily](https://news.fbiapps.com/#/) IoT, Tech, Programming, & “.Net” News

<https://news.fbiapps.com/#/>

[WOR News by FBI Apps](https://wornews.fbiapps.com/#/) – Week of Rock News & Entertainment

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App



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T!PSnBYTES News: goo.gl/ta9E8w
TipsNBytes.com ★ InBusinessSEO.net/tps-blog

T!PS for Biz & Apps Development Series
 Eventbrite: goo.gl/auXWum

App Memorabilia:
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**!BL
Net**



Our Next Free Webinar – April 17, 2023 – Enjoy!

Credits / Resources

Gary C. Fustino (Morra – iBook, eBook, and the Printed Book, 2021)
Russell A. Fustino (Algorand/Github – Reach-Morra-Game)
Richard N. Fustino (Releases: Pork Knuckles Records)
Richard N. Fustino (Buffalo Pain – Release Date 07-12-22)
Las Vegas Welcome Sign – Betty Williams (City of Las Vegas)
Richard N. Fustino (Rockin' New Year – Date 11-06-22)
Dick Clark's New Year's Rockin' Eve (Dick Clark Productions)
New Year's Rockin' Eve - History (Wikipedia)
Jethro Tull App & Shortcuts Apps (Fustino Brothers, Inc.)
Jethro Tull (Likeness – Ian Anderson Group of Companies, LTD)

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