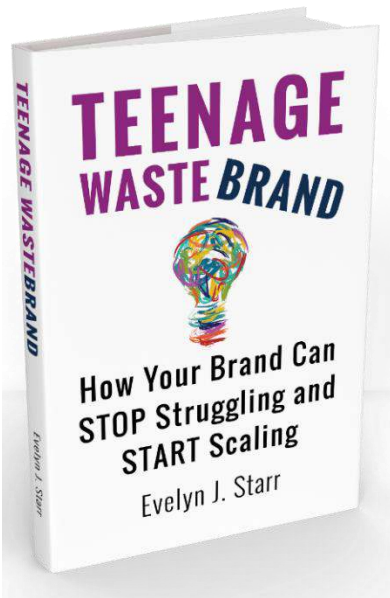


## Teenage Wastebrand Book Discussion Guide



1. Did you like the book? Why or why not?
2. What was your perception of a brand before reading the book? How has your perception changed?
3. Evelyn says "A brand is the expectation of what you will get when you interact with an entity based on prior experiences with, and impressions of, that entity."
  - a. Does this make sense to you?
  - b. Does it apply when you think of brands in your daily life like Dunkin', Starbucks, Amazon, Walmart, Target or your local Registry of Motor Vehicles?
  - c. How does this change your view of your brand?
4. Have you ever had a moment like Evelyn did in the introduction – thinking you've been in business long enough that getting new customers shouldn't be so hard? When did that happen and what was the context?
5. Does the concept of brand adolescence, stalling after an initial momentum that could have lasted years, resonate with you? What brands come to mind that may be in adolescence?
6. Has your brand stalled? Or does your brand fall under the brand adolescence lookalike scenarios? Is yours a lifestyle business?
7. Was there a particular incident – now or in the past - that made you realize your brand had hit a plateau? Describe the circumstances.
8. The COVID-19 pandemic qualifies as a scenario that could throw a brand into an adolescence-like stall or highlight brands that are in adolescence. How did your brand fare during the pandemic? How did you adjust your business to cope? Which changes strengthened your brand and will be keepers post-pandemic?
9. Which brand adolescence symptoms hit home for you? What do they look like for your brand?
10. What have you tried to get past your brand adolescence symptom(s)?
11. What might you try after reading the book? What is one thing you will do immediately as a result of reading the book?