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# BRANDING PORTFOLIO: HERSHEY & ASSOCIATES (2009 – 2010)

BY HELT CONSULTING + SERVICES, INC.

**THE BRAND CHALLENGE: TO FOCUS THE AUTHOR'S HIGHLY DIVERSE AND SOMETIMES CONFUSING BRAND IMAGE, DEFINE A COHESIVE VALUE PROPOSITION & BUILD THE AUTHOR'S PLATFORM WITH ON-BRAND COMMUNICATION CHANNELS.**

## *SERVICES RENDERED:*

*Brand Development, Brand Positioning & Brand Extension*

*Market Research*

*Platform-Building & Communication Channel Development*

*On-Brand Marketing & Social Media Consulting*

**Hershey & Associates** is an example of a HeLT Consulting client with a classic branding challenge. Terry Hershey—principal of Hershey & Associates—is an author, speaker, and life coach in the inspiration/spirituality field. He maintains a very active speaking schedule, sells over 40 publications and products, and also runs a related business building custom prayer gardens. Essentially, Terry Hershey IS the brand for his company. However, in 2009, due to a lack of attention and strategy, his wide-ranging and sometimes disparate products were overshadowing and confusing his brand image. For example, acquisition editors at top publishing houses were hesitant to take Hershey on, commenting that they were unclear on his core focus and ability to self-market. Hershey also had only one communication channel through which he was interacting with his customers and fans at will, and a limited number of channels that he was occasionally dipping into—with little strategy or tracking. The below before-and-after examples illustrate how HeLT Consulting addressed this to strengthen Hershey's brand and platform.

## HERSHEY'S BEFORE: BRAND IDENTITY/PERSONA

- ➡ The client's brand was previously not linked to a set of clear brand values; no attributes to "own" within the marketplace

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- ➡ The client used inconsistent use of various and off-brand headshots, ex:



- ➡ Old headshots, though professional, did not speak to his target market:
  - Hershey is a designer of sanctuary gardens & landscapes with a message via books, DVD, seminars, etc. about the need for "pause" in our lives—he wants to project a down-to-earth, highly approachable, no airs persona
  - He looks too buttoned-up for his target market

## HERSHEY'S AFTER: BRAND IDENTITY/PERSONA

- ➡ We clearly defined Terry Hershey's core brand values & value proposition [Note: he targets a self-aware but weary, overworked market segment.]
- ➡ These brand values differentiate and give the client a meaningful, ownable competitive advantage in his niche—where gravity & "shoulds" reign

### Core Brand Values:



- ➡ We introduced a new, consistent brand photo; plus an alternative for when a "non-headshot" was needed:



- These on-brand headshots better communicate "down-to-earth, friendly, & on your level"
- We used an outdoor setting and earth tones [Note: Image is appearing in this report lighter than normal.]

## HERSHEY'S BEFORE: BRAND IDENTITY/PERSONA, CON'T.

- ➡ A persona existed, but was not clearly defined
- ➡ Client was not setting himself apart from a crowded field
- ➡ Persona was not integrated throughout his business or represented throughout his product line



## HERSHEY'S AFTER: BRAND IDENTITY/PERSONA, CON'T.

- ➡ We defined the brand persona:

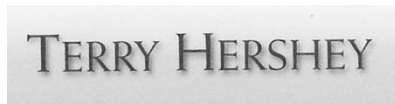
### ***Hershey's Brand Persona:***

- ***DOWN-TO-EARTH.** Human, earthy, and comfortable in his own skin. Lake Wobegon-ish/Garrison Keillor-ish.*
- ***HUMOR.** Light-hearted. Doesn't give undo credence to the problem/ blockage. "I don't bow to the monster."*
- ***HUMILITY.** Doesn't take himself too seriously.*
- ***WALKS THE TALK.** — It's authentic. "I'm not good at it but I really do practice what I preach." And has for a long time.*
- ***NO BS/NO EXTRA RELIGIOSITY.** No moralizations. No "shoulds." Not too precious, too heady, or too theological.*
- ***REAL.** This openness/raw honesty about one's life can be an uncomfortable place to go. But people can relate to Terry because he's honest & doesn't sugar-coat or hide his failings.*
- ***SENSORIAL APPEAL.** Very sensory-oriented. Lush. Web, products, words, user-experiences should appeal to all 5 senses.*
- ***INTIMATE.** Terry pushes the envelope on the inside: the struggling with the message, being more and more vulnerable, open to, and honest about it. Terry also gets physically close to the people he engages. He will break bread with them.*
- ***TRUSTED.** Relies on deep sources: the Bible, many traditions, sages, as well as real-life modern examples.*
- ***QUIETLY SUBVERSIVE.** His is a counter-cultural message. He is subversive but respectfully so. Never in-your-face.*

Also, created a **Brand Primer** that introduces new employees and collaborators to the brand and ensures consistency & focus; Ex. Hershey's new website developer found the brand primer "instrumental and time- and cost-saving."

## HERSHEY'S BEFORE: LOGO/WORDMARK

At least 2 different identities were being used, inconsistently:



- No value proposition communicated
- Little associative information communicated
- Cross imagery in “T” of first logo is off-brand for the more mainstream general spirituality market that Hershey wished to court
- Nothing here differentiates from competitors

### CLIENT'S GENERAL BRANDING KNOWLEDGE & COMPETENCY

- Low

## HERSHEY'S AFTER: LOGO/WORDMARK

New logo/wordmark was conceived and designed\* as a result of HeLT's C.O.R.E.E. brand positioning process, which had focused and defined the master brand in the portfolio [Terry Hershey]:



- Clearly communicates a value proposition
- Unique, strong identity; on-brand in its straight-shooting, un-fussy personality [see Brand Persona below]
- On-brand for the target market (religion-neutral)
- Used consistently & given a color scheme [see site below for iterations]

### CLIENT'S GENERAL BRANDING KNOWLEDGE & COMPETENCY

- HeLT Consulting provided training, a branding overview, tools for daily brand-building, and modeled on-brand marketing execution for the client [see below examples]

*\*Out-of-house designer used; HeLT projected managed the design*

# HERSHEY BEFORE: MARKET RESEARCH

None.

# HERSHEY AFTER: MARKET RESEARCH

HeLT Consulting conceived, wrote, fielded, and analyzed an audience survey to gain valuable customer insight that would inform the client’s current and future decision making.

- The survey focused on customer needs and desires—particularly in terms new product development and communication preferences—as well as questions that revealed the client’s brand image within the marketplace.

## 2009 Sabbath Moment Reader Survey: Results for Q11 Writes-Ins

Q11. If I and my Web team were going to revise *Sabbath Moment*, what should we change or improve? (Consider content, format and the overall service when answering.)

SUGGESTION	# of
No Change	226
I trust you, whatever	7
TOP 3 REQUESTED CHANGES	
More images / pics of T's garden, or on topic; photos or original artwork, etc.	26
Shorter	21
Keep YouTube links / video links; love these links	14
FORMAT	
More spacing between different ideas, thoughts and transitions; need some breaks to make each section more readable—more white space, or anchor link/buttons to jump from section to section	7
A print optimized version (save time, paper, ink), who links (ie: inappropriate other content/comments, ie: YouTube), saving to Word a difficult	7
Sometimes the print of poems doesn't contrast against the background, bit tough on the eyes, hard to print out & color waste ink; maybe increase point size, words at edge hard to read, my screen can't handle the width—words cut off	6
Time for a different look / colors to freshen it up	4
HOW OFTEN	
Bi-weekly or more, daily	5
Less frequent, once a month / bimonthly	3
Add a Friday reminder; ways to suggest review it during the week	2
CONTENT LENGTH / ELEMENTS	
Shorter	21
Longer	5
Keep YouTube links / video links; love these links	14
Add more video (share what's on the circuit—your speaking on video	4
Sometimes I skip the poetry / less poetry	11

## Sabbath Moment Reader Survey (Pre-Programming)

you for being a subscriber to *Sabbath Moment*—my weekly email of stories, humor, and ition that reminds us to slow down, do less, and become more. I want to ask you a few ons about receiving *Sabbath Moment* and—though I dislike the impersonal nature of a mas r—I am sending you the queries that follow because I very much want to know what you th rant and don't want concerning *Sabbath Moment*. So please excuse the formal approach at that you have my heartfelt gratitude for both sharing in my weekly ruminations and for taki ne to fill this out.

—Terry Hershey

u receive *Sabbath Moment* weekly? a. \_\_\_\_ Yes. b. \_\_\_\_ No.  
lo", skip to End/Thank you message.]

why you want to ask this Terry? Don't they "have" to receive SM to get this email? If not leave in]

u read *Sabbath Moment*? a. \_\_\_\_ Yes. b. \_\_\_\_ No.

o to 3; If Q2 = N, skip to Q14]

ften do you read it?

Every issue.  
I will occasionally miss an issue.  
One or two issues a month.  
A few times a year.  
I've only read it once.  
Other \_\_\_\_\_.

it medium do you typically read it?

On my computer.  
On a printout.  
On my i-Phone, Blackberry, or other handheld.  
Other \_\_\_\_\_.

u typically read it when you see the email or do you save it to read later?

## HERSHEY'S BEFORE: WEBSITE

### OLD HOMEPAGE



*\*Black-and-white is only available image. Old color scheme was indefinable: a mixture of jewel tones, earth tones, and some pastels; predominately mauve/light eggplant.*

Old homepage was not bad and not un-attractive—yet it fell short because:

- No communication of a focused message; lots of boxes of content with no unifying logic
- No value proposition in the top banner/immediately visible area
- Name/wordmark is small and almost lost on the page
- No SEO or keywords optimized for Web searches of the value proposition or relevant brand position
- Large image of an ancient monastery passage (upper right) was beautiful but did not fit Hershey's core message that we can pause in our *real* lives—our busy, modern, very un-monastic lives (off-brand)
- No indication of gardening profession [important to brand persona]
- Poor brand persona execution overall; assumes the audience already knows Hershey or makes them *work* to learn [See call-out example below]
- Products displayed without any positioning—nor organized based on logical groupings or attractiveness
- No incorporation of promotion/ads that could support the brand promise or integrate online with offline efforts [See “Monthly Spotlight” rotator on current homepage]
- No RSS feed icon visible on homepage and sharing icons get lost on the page, losing significant platform-building opportunities
- Content on homepage wasn't updated in years, except for upcoming speaking event
- Example of the effects of the lack of a clear, meaningful, and unique brand within the marketplace:

Random House/Doubleday Sr Acquisitions Editor Gary Jansen—at the time the 2<sup>nd</sup> most important U.S. editor in Hershey's field—said of Hershey in 2009 (after reviewing and rejecting Hershey for possible publication): “He’s got some good stuff. I saw his site.... But he needs focus. I think he hasn’t yet found the place that he’s really comfortable. I’d challenge him—like I do with many authors—to....say it differently than everybody else.”



## HERSHEY'S AFTER: WEBSITE

NEW HOMEPAGE: SEE [WWW.TERRYHERSHEY.COM](http://WWW.TERRYHERSHEY.COM)

(Example with #1 of 4 rotators: "Featured Video" showing)



(Example with #2 of 4 rotators: "Upcoming Event" showing)



- Clear value proposition in the banner; site has a purpose
- Prominent wordmark and linking of wordmark & brand photo

## NEW HOMEPAGE, CON'T

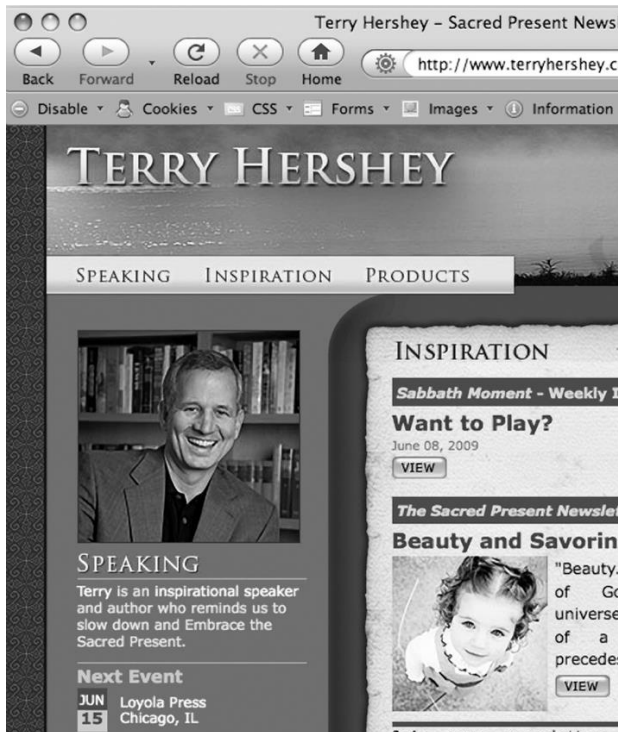
- ➡ SEO/keywords optimized for Web searches of the value proposition & brand positioning
- ➡ Color palette and images evoke the brand persona of a gardener; a down-to-earth, natural person
- ➡ More visible/ targeted “calls to action” that move users forward into the site
- ➡ Use of promotions/ads support brand promise and tie online & offline efforts; ex. 2 of the 4 rotators are always “Monthly Spotlight” and “Upcoming Event”
- ➡ RSS Feed icon & Sharing links are very prominent on the site, enabling platform-building and emphasizing Hershey’s intimacy with his audience
- ➡ Products are logically and more attractively displayed; they are positioned via an iteration of the brand promise (lower left)
- ➡ Lower case heads throughout homepage and site are on-brand in their informality and friendliness
- ➡ Big emphasis on community—and on Hershey being *one of* the community and *with* the people—added via new “community” section and copy throughout
- ➡ Example of greater brand clarity and improved value proposition:

Random House/Doubleday Sr Acquisitions editor Gary Jansen (who had passed on acquiring Terry’s work earlier) said in June 2010: *“I saw Terry’s [new] website. He seems more focused. I’d be interested in looking at his stuff again.”*



## HERSHEY'S BEFORE: WEBSITE EXECUTION OF BRAND PERSONA

### OLD HOMEPAGE



- Brand photo is removed from the logo/wordmark
- Only identifying info is: "Terry is an inspirational speaker and author who reminds us to slow down and embrace the sacred present"
- No "voice" of Hershey on the page
- Assumes the audience already knows who Hershey is or makes them work to learn
- Not much differentiation from the crowded field of other inspirational/self-help author-speakers, not defining a *unique competitive advantage*

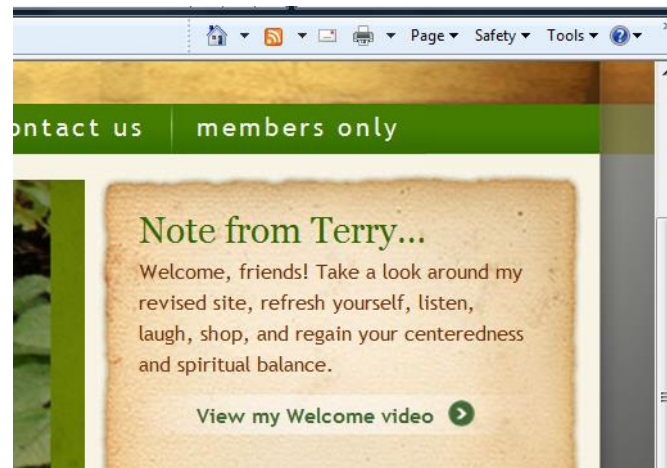
## HERSHEY'S AFTER: WEBSITE EXECUTION OF BRAND PERSONA

### NEW HOMEPAGE

- Brand photo & wordmark linked; reflects Hershey's embodiment of the value proposition and brand values



- New copy identifies Hershey in a more trustworthy, credible way (i.e. references his work on Hallmark Channel, CNN, NPR, etc.)
- Tells people who Hershey is and why they should care (value prop)



- Puts Hershey's voice on the homepage; Hershey can easily change this "Note," enabling the voice to stay relevant and meaningful

## EX. OF OLD SITE PRODUCT PAGE

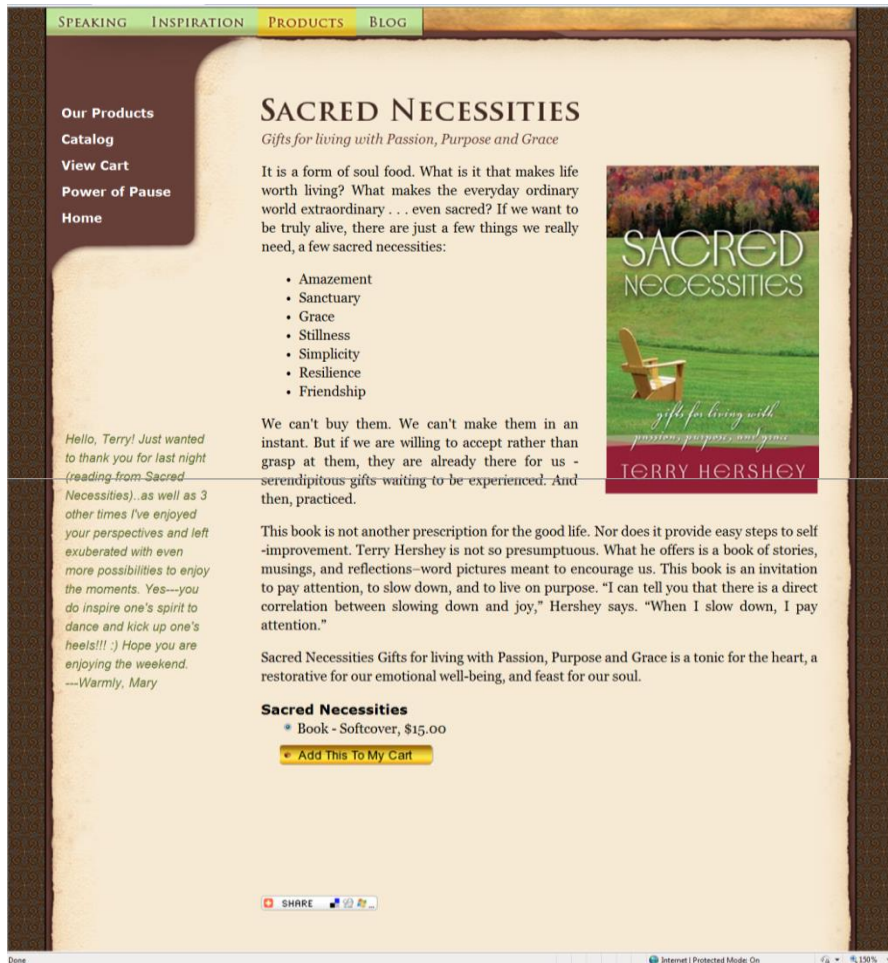


## EX. OF NEW SITE PRODUCT PAGE





## EX. OF OLD SITE STORE PAGE

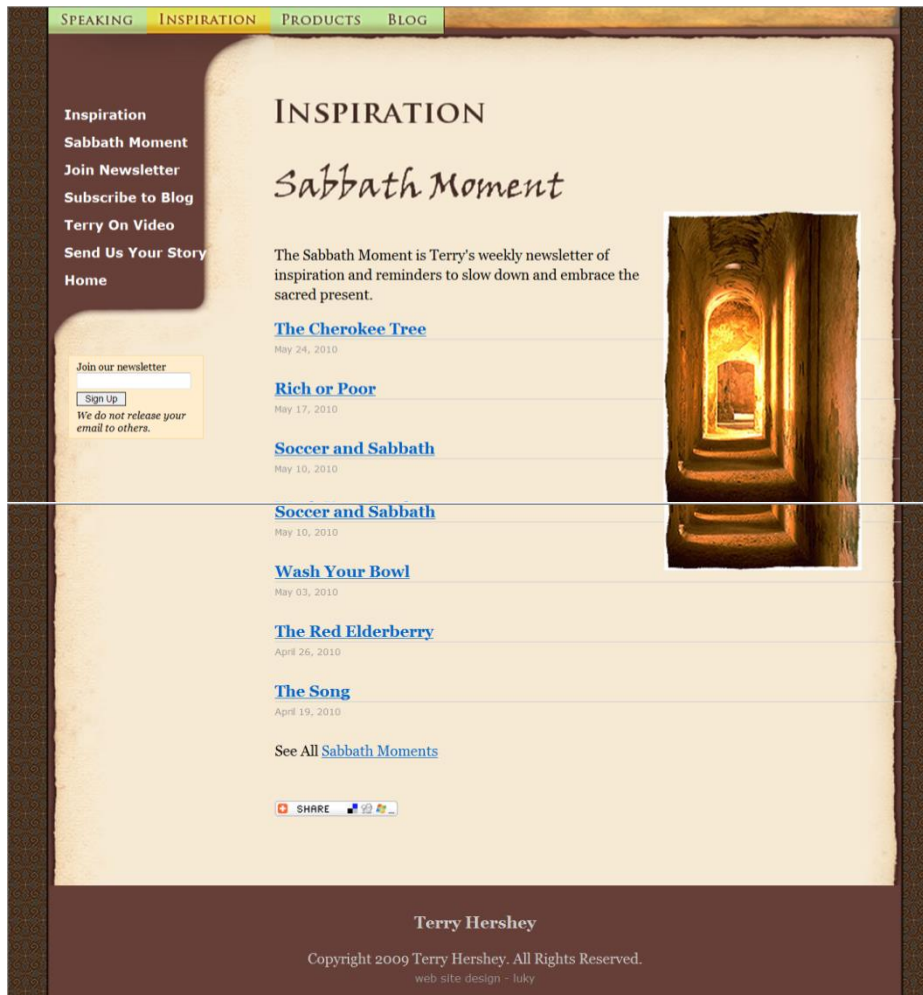


- ➡ No related products for up-selling (unlike new site)
- ➡ No deals or merchandising (unlike the new site's *Sabbath Moment* subscriber discount—attractive to Hershey's typically budget-sensitive niche)
- ➡ No place to add site widgets or additional content relevant to the master brand (unlike new site's left-hand column, which is open for adding future modules and widgets to help navigate the site & up-sell)

## EX. OF NEW SITE STORE PAGE

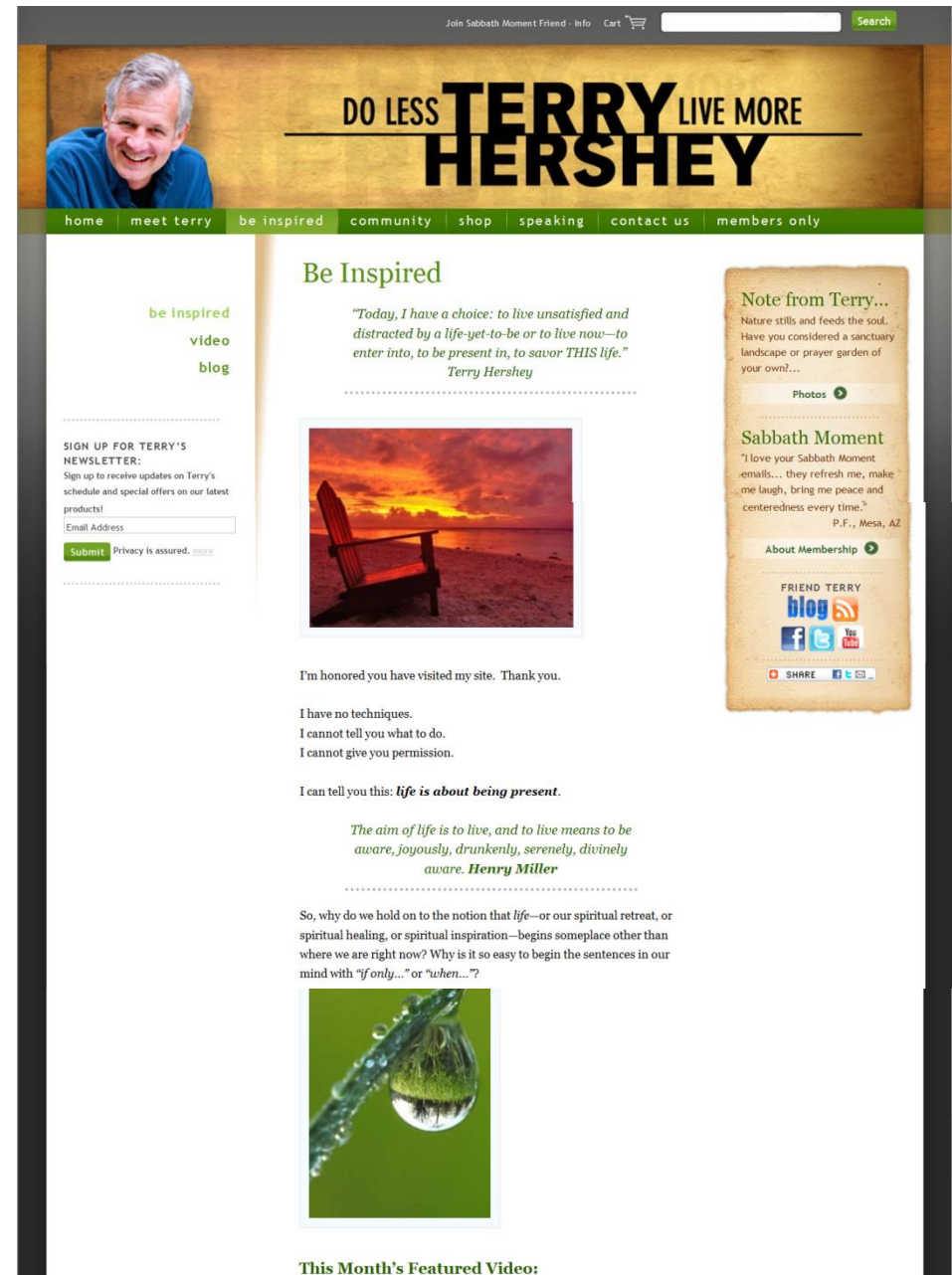


## EX. OF OLD SITE INSPIRATION PAGE



- ➡ No examples of client's unique, inspiring voice (unlike new page)
- ➡ Although the ability to inspire is central to Hershey's business, the old Inspiration page consisted of merely of links to product (old *Sabbath Moment* articles) and the same picture from the homepage (unlike new page, with on-brand images and text)

## EX. OF NEW SITE INSPIRATION PAGE





### EX. OLD SITE “ABOUT TERRY” CONTENT

**Most days**, you'll find Terry out in his garden. More often than not, ambling between roses and perennials, living by the motto that he loses much who has no aptitude for idleness. Terry lives with his wife Judith, and son Zachary, on Vashon, an island in the Puget Sound, near Seattle, Washington, where "ferry" is the sole mode of travel. Rule of thumb: if you have to go anywhere, don't be in a hurry. And yes, he tolerates the rain, so long as he is able to spend some time each winter on Kauai. He is also a rabid Seattle Mariner baseball fan. And he is unabashedly addicted to golf.

Terry was born and raised in Michigan, making it hard to fully purge the University of Michigan blue and gold. His education was a potpourri safari: from Fort Wayne, Indiana to London, England, to Upland, Indiana, to Pasadena, California. His degrees are in Philosophy and Theology from Taylor University and Fuller Theological Seminary, in case anyone is wondering. Armed with two degrees, and fueled by some latent workaholicism, Terry spent the next five years as a youth minister, an intern minister, a personnel director for a missionary organization in Japan, and a public relations officer for a firm working in Uganda, Africa.

It took a divorce to slow him down. A crisis that allowed him to reassess his vocational journey. Like it or not, crossroads of that magnitude make you take notice. The next few years Terry spent as a minister of single adults and small groups at a southern California church. During that time, the seed of change from his earlier crisis had begun to take root. It led to the founding of Hershey & Associates, an organization that provides seminars around the theme of building healthy

### EX. NEW SITE “TERRY BIO” CONTENT\*

TERRY HERSHEY—author, humorist, inspirational speaker, ordained minister, golf addict—divides his time between designing sanctuary gardens and sharing with the world his practices of “pausing” and “sanctuary” to help us **do less and live more**. Terry’s newest book, ***The Power of Pause***, offers the permission to slow down, and *to be gentle with ourselves*, in a world that demands More-Bigger-Faster. Most days, you can find Terry out in his garden—on Vashon Island in the Puget Sound—*because he believes that there is something fundamentally spiritual about dirt under your fingernails*.

When Terry is in his garden, ambling between roses and perennials, or perhaps checking over his vegetables or herbs, he lives by the motto that “he loses much who has no aptitude for idleness.” On Vashon—where ferry is the main mode of travel—this maxim doubles for a rule: if you have to go somewhere on Vashon, you can’t be in a hurry. And yes, Terry tolerates the rain—so long as he is able to spend some time each winter on a golf course in a land where the sun shines bright.





relationships -- all of which requires heavy doses of grace, personal responsibility, and the emphasis on our need to slow down long enough, to let our souls catch up with our bodies.

**(If you are looking for photos or a biography to use for promotional purposes, please see our [Press Resources](#) for more options)**

- ➡ HeLT Consulting rewrote nearly every page of the client's site for re-launch; this page is one example, chosen due to the commonality of biographical info on most related websites
- ➡ In the old copy, the reader gets lots of interesting information about Terry Hershey as a person, but the copy doesn't position Hershey and reveal how that adds to a unique set of characteristics and values that distinctly serve the market's unmet or underserved needs
- ➡ This is an example of "a persona without a brand"—copy wanders and never focuses

All this doesn't mean Terry is immune to the challenges of our fast-forward world: he travels and speaks at numerous events every year, writes books and resources, blogs, promotes causes, gives media interviews, designs gardens. . .and raises a teenage son with his wife on Vashon Island. So he knows a bit about the challenges of *trying to live a balanced life*.

When he was younger and a workaholic (two degrees, doing ministry and mission work from Japan to Uganda, Africa), it took a divorce to slow him down. This crisis invited him to reassess his vocational journey—because, like it or not, a crossroads of that magnitude makes you take notice. During that time, the seeds of change began to take root in Terry's heart. He learned that if he didn't take time to pause every day in life, and say "no" to the violence of overwork and busy-ness, then "no" would be said for him by default. And he would end up saying no to the people he loved the most. A practice of pausing and experiencing sanctuary has since become Terry's way of life, and has led to his "do less, live more" movement.

As a result, Terry founded Hershey & Associates—an organization that provides products, resources, and seminars on the themes of pausing, sanctuary time, and our need to slow down in intentional ways **"to let our souls catch up with our bodies."**

For more information about Terry and his work, see his [Media/Press Kit](#), watch some [Videos](#) and visit [Creating Sanctuary Gardens](#).

- ➡ HeLT Consulting's new copy is focused and on-brand, a challenge given that random tidbits of personality are inherent to the client's style\*
- ➡ HeLT Consulting also created an intro video that builds the brand

*\*Note: written by HeLT Consulting in client's voice. Client's writing style employees a lot of italics and bold for emphasis.*

## HERSHEY'S BEFORE: BRAND-BUILDING VIDEOS

None.

## HERSHEY'S AFTER: BRAND-BUILDING VIDEOS

History had proven that one of the most effective ways for the client to sell his products and speaking services was for the prospect to experience Hershey directly—to hear Hershey's words and see him in action. But the logistics of this were challenging. So HeLT Consulting conceived and produced a number of promotional videos, using stock or previously shot footage.\* Made on a shoe-string budget and with the intrinsic constrictions that repurposing brings, the videos nonetheless carried forward the brand identity and values.

Note the animated wordmark at the opening and close of each video. Previously there were none—instead, every for-sale video/DVD or clip from an old taping began and ended differently, with no consistency of company name, linking to website, or master brand value proposition.

“Terry Hershey Answers: What do I ‘do’ in Sanctuary?”:

<http://www.youtube.com/user/TerryHersheyMedia#p/u/1/UkD0uZt3DN8>

“Terry on the Path of Do Less, Live More”:

<http://www.youtube.com/watch?v=FAvrG5bwROQ>

“Terry Introduction”:

[http://www.youtube.com/watch?v=DElyW\\_Z6gZo&feature=player\\_embedded](http://www.youtube.com/watch?v=DElyW_Z6gZo&feature=player_embedded)

“Website Welcome”:

<http://www.youtube.com/user/TerryHersheyMedia#p/u/6/vYyd05sUulo>

“Terry Hershey ‘SHINE’” (parts 1 and 2)

<http://www.youtube.com/watch?v=DFhok8ZjDhl&feature=related>

<http://www.youtube.com/watch?v=DBqHR06ZhQs&feature=related>

### ONLINE AD/VIDEO

Also created a 15-sec animated ad for Terry Hershey's ministry

*\*Exception is the “Website Welcome” video, which is newly-shot footage.*

## HERSHEY'S BEFORE: PLATFORM-BUILDING

### ANALYSIS

HeLT Consulting's early assessment, which included customer research, showed that Hershey & Associates had a good-sized email list of customers & followers (5,000+) but Hershey was not using this list effectively. Specifically, Hershey had not built strong and varied platforms through which he could inexpensively and at-will to speak to his audience and key stakeholders with a timely message. Nor had he cultivated relationships with other communication channels, which he could dip into when necessary to spread the word about his message and products. Thus, much of his message was not getting out efficiently and he was stunting his ability to grow his business and build brand equity.

### 3 OLD PLATFORMS:

#### ➡ WEBSITE

#### ➡ SABBATH MOMENT EMAIL (VIA CONSTANT CONTACT APP)

- a weekly free email to the client's entire list
- featured an article/reflection Hershey has written and other inspiring links, quotes, and resources
- Buried several pages near the bottom was news items about the client's business (things that belonged in an e-newsletter)
- News items were never placed higher b/c this betrayed the purpose of the Sabbath Moment email—to be restful, relaxing

#### ➡ SPEAKING CIRCUIT

- The client attended conventions and spoke at venues throughout 9 months of the year

## HERSHEY'S AFTER: PLATFORM-BUILDING

### STRATEGY

HeLT Consulting showed Hershey & Associates which platforms to build—offering people many ways to follow to Terry Hershey. HeLT Consulting's counsel was to add at least one of the social media “holy trinity”: a social networking site (in this case, Facebook), a blog (Blogger, later WordPress), and a microblog (Twitter). HeLT conceived, built, initially populated, and coached Hershey on usage for:

### 4 NEW ONLINE PLATFORMS (SEE LINKS ON SITE)

- ➡ **HERSHEY'S BLOG/RSS FEED** —popular now
- ➡ **FACEBOOK FAN PAGE**—client posts daily and saw 3x growth in traffic in the first 6 months since re-launch (previously was a public but defunct Facebook site, which his 14-yr-old nephew occasionally updated in an off-brand manner)
- ➡ **YOUTUBE CHANNEL** — 7 videos posted; over 4,000+ views since inception
- ➡ **TWITTER ACCOUNT**

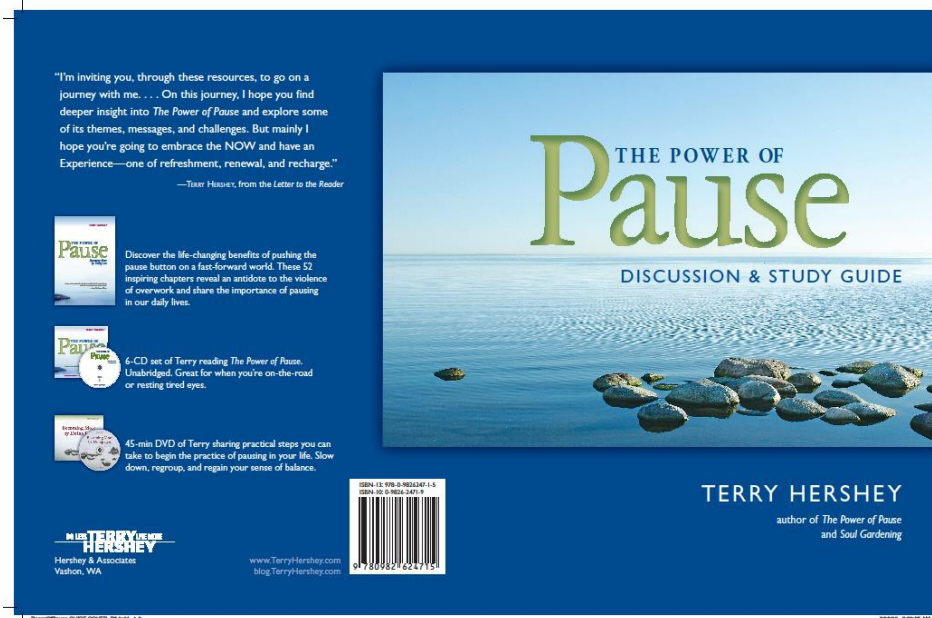
### 3 RECONFIGURED PLATFORMS

- ➡ **WEBSITE**
- ➡ **SABBATH MOMENT** —monetized it as a yearly subscription (this contains the client's premium content)
- ➡ **E-NEWSLETTER**—revived after several years

The revised, re-branded website acts as the hub for all platforms and primary destination for calls-to-actions. HeLT Consulting created maps to show how traffic would flow in and out of each platform and to guide Hershey's communications. Traditional channels were not forgotten, as we always advise a mix of both.

### 3 TOP TRADITIONAL CHANNELS

- ➡ **SPEAKING, DIRECT MAIL & PUBLICITY**



## EX. OF NEW BRAND EXTENSION: FOR-SALE PRODUCT

Here is a simple example of a brand extension. HeLT Consulting wanted a tool to extend the client's *Power of Pause* subbrand into the book club & small-group market, in order to foster bulk sales of the parent product. The result:

### THE POWER OF PAUSE DISCUSSION GUIDE\*

- HeLT Consulting conceived and wrote the *Guide*, having captured Hershey's persona & voice in the branding process; Hershey needed to make minimal changes
- HeLT Consulting project managed the *Guide* from design to sale.
- This provides a template for future guides/booklets for other products

\*Images show front & back cover and an interior spread.

## EX. OF EXECUTING A NEW BRAND-BUILDING TACTIC

### BOOK AWARDS

In order to build awareness and credibility for the client within a key market, HeLT Consulting researched (on its own initiative) viable book award programs for *The Power of Pause* and persuaded leadership at the client's publisher to enter him. Upon follow up, HeLT Consulting learned a junior employee at the publisher had dropped the ball, so HeLT Consulting entered Hershey on its own dime—and the book won a major award.

- Won Silver Medal in the 2010 Independent Publisher Book Awards for best Spiritual/Inspiration book of the year
- Used newly-built platforms/social media to get the word out about the win
- Followed up with a HeLT-written press release about the win to 1,000+ targeted media outlets
- Negotiated with the publisher to give Hershey free books for an indie bookstore mailing to cultivate relationships with that market (this award is significant to indie stores)
- Added medal from win to the book's cover and mentioned in all future marketing copy, book description, pitches, etc.
- Award will help Hershey sign with larger speaking engagements and top-tier publishers for his next book

