



DESIGN

BY MAUREEN

BrandWorx 90 Day Influencer Program Bundle

Presented by:

Jasper Dayton
Brand Builder

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Build A Brand That Works Hard For You!

1232 South Thompson Drive, Madison, WI 53716

office 608 • 334 • 5480

BrandWorxProductions.com



Attract an audience and start making money!

- A 90-day, foundational brand-building program designed to guide committed entrepreneurs to reach their vision—step by step.
- Get crystal clear on who you'll serve and how you'll serve them, and then develop a concrete plan for reaching more people, attracting more clients, and earning a great living!
- Jasper Dayton, an Innovative Brand Builder and founder of BrandWorx Productions—will give you expert advice, support, guidance, accountability, and creative unique concepts that work hard for you as you begin building the future you're passionate about.
- We take bold steps toward creating a business you absolutely love.

Is the BrandWorx Influencer Program for you?

The BrandWorx Influencer Program is for dedicated entrepreneurs who are just starting out and are ready to take action in pursuit of their goals. The program requires a 90-day commitment.

It may be a good fit for you if you...

- See a vision for your future but not a path for getting there.
- Want clarity on your big idea and the exact steps to take as you pursue your dream or vision.
- Want to know how to position yourself online so you effectively supercharge your visibility in attracting new clients.
- Want to get clear on your message and build an income stream that allows you to maximize your talents, share your gifts, and live with freedom.
- Are ready to overcome resistance, overwhelm, fears, and limiting beliefs.

If any of these sounds familiar the BrandWorx Influencer Program is a good fit for you.

Note: If you're not ready to take action, to be held accountable, or to fully commit to your vision for your future, your business, and your freedom then the BrandWorx Influencer Program is not for you. We accept only those individuals who are serious about creating a business and a life they love.

What happens when you join the BrandWorx Influencer Program:

- You gain the clarity you need to solidify your big idea and determine how exactly to make it work.
- Together we create a step-by-step plan for getting from where you are to the point where you're living your vision.
- You learn concrete, proven business strategies designed to help you attract new leads, convert them into subscribers, members and clients, and change their lives while getting paid well.
- You get the support to move past your emotional blocks and develop spiritually and personally, and the accountability to keep moving forward, committed to that vision even, when things get tough
- With guidance you lay the foundation to build a thriving profitable brand, program and business that allows you to use your gifts and achieve the freedom you want and deserve.





Does the BrandWorx Influencer Program work?

\$70,225

One of my BrandWorx Influencer Program Members closed \$70,225 in two weeks using what she learned during our time together.



Success Story...

BrandWorx Productions made me totally look at my business from a different perspective and over-delivered!

- Dennis Kotnour
Owner of Healthy Woman

500 Locations

When I first met another client, he was producing a lifestyle and income far below his highest talents and capability. He exploded his business financially. He has his product in 500 locations nationally and breaking into the international market.



Success Story...

Mark shares his success story and how we built a successful business for him during an interview I had with him for the Wellness Business Success Secrets online show I had produced.

- Mark Bublitz
Owner of H2O Energy Flow

15 years

This program has filled up and sold out for the past 15 years in a row.



Success Story...

The Brand Building Blueprint is amazing! You give so much for very little. I want you to know how grateful I am that I found you and everyone else should be using you.

- Libbie Walsh
Owner of Women Simply Thriving



Build a brand that works hard for you with our signature Brainstorming Program -

Recommended for businesses that are ready for success, increased awareness, more clients and more people buying your services, programs and products.

Your BrandStorm Plan is your vision of what your business will be once it's "done". Your brand, business image and marketing strategy is the combination that is part of your overall business' success plan that focuses on the kind of people that want to buy from you and how you will attract and keep them coming back for more.

Your business image strategy has three components:

1. Your BrandMap

Values, Passion, Purpose, Vision: You come first - What drives you? Understand yourself by creating a powerful statement that connects your life and work. You will understand the impact your values have on your business. You will also learn how to lead from the inside out. You will learn why a vision is essential and how to bring out your vision and live it everyday.

30 - 60 - 90 Day Plan: Have your custom plan mapped out for you for the next 90 days. This is created by getting clear on your specific goals that are supported by the action steps you will enjoy taking in order to accomplish your goals. Where would you like to see yourself in 90 days from now?

Finding Your Own Voice: How are you different from everyone else? Discover your unique value and find your voice in the marketplace. Understand why finding your own voice is so crucial to building your brand. Gain a sense of focus as it relates to your brand and voice.

Target Market Definition: The demographic, psychographics, and trading area defined for each market segment.

Position Strategy: Describes your plan for positioning your business and its products, your Unique Selling Proposition (USP), and Positioning Statement.

Sensory Package: Defines the total sensory experience customers will have with your product, service or business.





Phase 1

2. *MoneyWorx Program*

Connecting With Your Customers: Selling with integrity - discover what selling with integrity means and how it can improve performance. Identify most common questions or concerns and develop responses. Integrate your brand in every customer touchpoint of the sales process.

Your Marketing mix: Outlines all marketing activities your business will undertake to attract and retain customers and employees.

Competitive Analysis: Identifies your key competitors, their positioning, strengths and weaknesses, and your standing among them.

Key Marketing Indicators: Help you monitor the success of your marketing strategy, using the concept of a "marketing funnel."

3. *Cash Accelerator Program*

Learn how to create a stronger connection with your networks, community and current resources. Create cash flow while you are expanding your business and building your brand. Start making offers and creating sales for your business. Learn proven strategies for your sales conversations with a marketing message that connects to buyers.

Spread the word without diluting your brand: Reaching the right customers - understanding why your customers buy from you. Uncover the clues from your customers that will help you sell to them.

Developing Your Channels: Determine your marketing channels and create your marketing calendar. Learn what makes a good channel to reach your target audience for your message. Understand how to best evaluate the variety of available channels. Discover why your commitment to your channels is critical

Create Your Endless Referral Generating Plan: Word of mouth is the best form of advertising. Having a strategy in place will make sure people are saying what you want them to say.

With This Plan You Will ...

- Identify the locations where you could be generating business on a local, national and global level.
- Identify who the people are that want what you are selling.
- Identify who the people are that want what you are selling.
- Identify your customer's perceptions and behavior.
- Define your business in 10 words or less that your customers connect with.
- Defining your competitive advantage and what makes you the best at what you do.
- Be able to describe the emotional experience you want your customers to have when doing business with you.
- Understand your competition and how they are out-selling you.
- Create a 12 month promotional strategy online and offline that will strengthen your influence with your professional connections and referrals.



Phase 2

Who needs a corporate identity?

Almost every business you can think of needs to be well identified. Obviously, the need is greatest when a company is new and has to establish itself in the marketplace against well-entrenched competitors. BrandWorx Productions creates strong consistent corporate identities for companies of all sizes. The important thing to remember is that, whatever the company's size, consistency pays. Consistent applications is how a company's public becomes familiar with its identity, and anything less than consistency spells confusion. Consistency across all of a company's visual communications, whatever their form, is what gives a corporate identity its strength. All else being equal, a company with a strong, well-applied graphic identity will beat its less-well identified competitors every time.

What is the basic purpose of a corporate identity package?

A corporate identity package is designed to attract and set in motion the wheels of acquiring potential users of your product of service. A stationery package provides you with:

- A direct marketing vehicle
- A person-to-person sales call
- An advertisement
- A lead generator
- A networking tool
- A visual and kinesthetic representation of you

Concept Development, Design and Layout

Based upon the results from the initial interview, research and the current logo design, BrandWorx Productions will develop a series (3) of initial concepts for custom marketing sales tools needed for your organization. The concept that is chosen for the specific sales tools will be determined in the Brandstorming Plan and will be applied the other relevant elements for your specific identity.

Design Strategies Examples (this may change based on the results in the Brandstorm Plan) -

- Temporary business card design (immediate need using current logo)
- 3 initial concepts for business card design
- 1 revised concept for business card
- color choices for business card
- Final concept for business card (to be applied to remaining stationery package)
- PowerPoint Template
- Pullup Banner Design for events and speaking engagements
- Media Kit to promote Meghan Skrepenski
- Meghan Skrepenski's email signature

Preparation and Organization of Designs and Graphics:

Prepare the final marketing collateral package, send pdf proofs for approval, prepare and send final print ready artwork to be printed by an appropriate printer.



Purpose:

Maureen understands the importance of a website that works hard for her. DesignByMaureen.com's online presence is a fast way to define and share the vision for your business along with the services and program's you are enrolling people into by creating a virtual experience that drives traffic to your website. You can create an impressive overview of your business and programs that you can share with potential investors, subscribers and joint venture partners. Keeping your website current and consistent with your brand's message that continues to connect with your audience is important in keeping people engaged, and buying what you are selling. **Connection = Currency.** Our theory at BrandWorx is, you don't have a business if you do not have sales.

Content and Design Strategies - Done for You - Annual Program

- Confirm that current website format is working hard for you
- Search engine optimized site content will be developed and collaborated together with Maureen and Jasper in Co-Creation Strategy Meetings.
- Monthly article creation and revisions - 4 total
- Up to 2 page designs monthly
- 3 part video series integration
- Video Updates and Integration
- One E-mail sequence funnel development and management (1 funnel per month)
- E-mail marketing systems management
- 12 month editorial campaign schedule - 90 days executed for this package
- 4 week content strategy and development for 3 months (can be renewed)
- Analytics tracking & reporting
- Develop Custom Lead Magnet to be integrated into blog posts
- 3 recorded strategy/training sessions monthly (9 total)
- Calendar System Set-up
- Follow-Up Connection Campaign
- Technical support & guidance
- Campaign and on-going list building strategies, guidance and coaching
 - * Signature Webinar Development (only for annual program)
 - Group Training Program Guidance and Enrollment Strategies (make money while you develop your program)
 - Co-Creation Live Stream with 4 experts
 - 5 - Day Challenge System integration
 - * Black Friday Campaign (only for annual program)



Phase 4

Your Online Reputation Even More Valuable Than Your Credit Score

Let's be entirely clear -- online reputation management is a long-term investment. You cannot change your search results in 28 days and there is no quick and easy way to build a powerful personal brand.

The BrandWorx Influencer Online Presence Builder is an accelerated program to help you build a powerful online presence and a foundation for stellar search results. It's the jumpstart you need to get your brand in shape.

I've put together a condensed training course filled with all the essentials. Over 30 days, I'm going to take you through an accelerated step-by-step process for defining a brand strategy, creating quality content, and boosting engagement across a wide variety of social platforms.

But that's just the beginning.

By the end of 12 weeks, you'll have:

- 1 SEO-friendly website all about you and your brand
- 4 pieces of quality content -- On relevant articles that are worth sharing again and again
- 10 fully-optimized social media profiles with a well-developed social engagement strategy
- A fully defined strategy for your personal brand that you can take into the future and evolve over time.
- An in-depth look at strategizing for link-building and getting articles published on third-party publications
- Some nifty tools to help navigate the world of Online Reputation Management
- A powerful foundation of SEO-friendly web properties that will eventually improve search results
- A full month of daily activities to help you define your personal brand, build a solid foundation, and grow yourself an engaged following across your social media platforms.

This 30 days is jam-packed but I promise it is not particularly challenging. I lay everything out for you, step by step, in manageable chunks of 30 to 60 minutes of activities per day. I also do it for you with recorded training included for you to go back and review.

Remember, crafting your online reputation is a marathon, not a sprint -- but this 30 Day Program will give you a powerful foundation and send you down an optimal path at a fast pace.

By the end of 12 weeks, you'll have:

- **Month 1:** Define your Brand, develop a content strategy, create your website and build your foundational social media properties.
- **Month 2:** Start creating quality content, kickstart social activity, learn valuable tools for specific social profiles, crash course in designing a killer slideshow.
- **Month 3:** Create more quality content, repurpose that content to expand reach, in-depth look at planning for placement at third party publications. Leverage network for link-building opportunities, reach out for 3rd party placement, deep dive into adding value on social networks, overview of paid promotional campaigns.



Summary

Phase 1 - Brandstorming 90 Day Plan

- 1. *Your BrandMap*
- 2. *MoneyWorx Program*
- 3. *Cash Accelerator Program*

Phase 2 - Identity Creator - (30 to 60 days)

Phase 3 - WebWorx Program - On-Going Management - (90 days)

Phase 4 - 90 Day Build an Online Presence that Works Hard for You

Investment Options -

Payment Plan - \$750 deposit + \$1,850 monthly payments (3 total)

One Payment - \$750 deposit + \$5,000

Note: * Audience Builder Program is for annual programs only due to the production schedule and necessary timelines. E-book and physical book development and book launches are included in annual programs due to the necessary timelines for development and launch campaign distribution. All ballpark estimates and to be announced (TBA) will be re-estimated after the strategy phases are complete and when more information and needs are gathered by all representatives. Billing will reflect the actual costs incurred.

This estimate is valid only for 30 days. Client requested changes beyond the scope of the project will be billed additionally. Original or stock photography is not included in this estimate. If original or stock photography is needed a separate estimate will be provided. This estimate does not include printing costs. Printing and production costs for each item will be determined after the final design for each phase is complete. A separate estimate will be provided for out of pocket costs. Tax is not included in this estimate.

BrandWorx Productions requests an initial deposit and monthly payments (see fee agreement for details). At the start of the project a monthly payment will be charged to the provided credit card. If the project is cancelled, the cancellation has to be in writing by the client. All project costs (production, expenses and 2 months of payment plan) that have been incurred up to the date of the written cancellation are the responsibility of the client.

BrandWorxProductions.com



Client Authorization Signature to Begin Work

Date

Maureen Tepedino
Design By Maureen

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