

# BRAND BUILDING BY BLUE PRINT

Attract Clients, Make Money, Grow Your Business

LEARN HOW TO  
BUILD a BRAND  
THAT WORKS!

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## Introduction: Learn How To Build a Brand That Works

Over the past 2 decades BrandWorx Productions has simplified the process of developing brands, starting with an attention grabbing name all the way to the plan that gets your product flying off of the shelf or your services being in high demand. For example, a specific businesses came to us for help because they were losing sales. After I transformed their business their first sale was \$650,000. Then we helped another from closing no contracts to getting a \$100,000,000 contract. The only difference between the two businesses was the size of their vision. How big is your vision? Our signature Brandstorming program will turn your dream into a brand that works hard for you so you wont have to. We can take your brand from something no one wants to buy to something people can not live without!

BrandWorx Productions has assisted 100 + business owner's in making their entrepreneurial visions become a reality. We have learned that small business owners are ambitious, proud, dedicated, resourceful, generous, community-minded, and hopeful. We have also learned that these same amazing people are tired, overwhelmed, underpaid, stressed, and frustrated. Many are disappointed because what they imagined the life of a small business owner to be is not even close to the reality of what they experience every day. Are you one of them?

We have also learned that many successful business owners are interested in making changes in their business to help it be even more successful. For example, they want to increase the number of new leads, attract more clients, make more money or improve the perception of their business to support business growth. Is this the reason you came to BrandWorx Productions?

BrandWorx Productions's Brandstorming Program explores the common challenges and universal concerns facing all types of small business owners today, and presents a rich set of solutions that will not only help you see your business from a fresh perspective, but will enable you to achieve sustainable success -- online, in your business and your life! We also know that you care deeply about the work you do for your clients and in many cases you care more about it than your clients do. And we want you to know that the way you care for them, is the way we care for you.

### Brandstorming Overview

The Strength Finder is the starting point. Your personalized Brand Map is an in-depth, customized report designed to help you evaluate where you currently are as a leader, the state of your business, and your work-life balance. It is also designed to help you think about how you'd like to improve in these areas. As soon as you have completed the report and worked with BrandWorx Productions with your initial assessment we will be able to strengthen you with valuable insights and practical information you can apply to your business, including:

- Thought-provoking questions to encourage introspection and self-evaluation
- Suggestions and tips for shifting your perspective
- Action items that you can implement right away to jump-start improving your brand and business.
- A rich array of resources, including books and websites for you to further your education and gain inspiration
- And so much more...

### Optimize Your Business and Gain More Personal Freedom

As you can see, this process touches on many different topics, but they are all interrelated with the intention of teaching you a new way of seeing your business and it's authentic branding message . The shift begins with you as the leader, and will cascade to affect everyone who comes into contact with your website, your brand and experiences your business -- your employees, your customers, your partners, and your community. Most importantly, developing your brand the BrandWorx way will enable you to create a brand that works hard for you!



## Interpreting and Applying Your Strength Finder Results

### Low Scores

If your overall scores are low, it may indicate that your marketing messages, current website and business are not achieving the results you want, or it is still in the development phase. However, do not be discouraged, as this is a valuable opportunity to target these areas and to improve your website and business by building a strong online presence with a strong marketing message that connects with your target audience.

Even a business that is currently performing well may receive low scores. This is because the Brandstorming Program is designed to evaluate your business from the Brand Building Blueprint "Point of View". For example, your business may have the potential to generate profit and satisfy customers, but it may not be serving your life. And if you haven't documented and systematized your online presence performance and marketing processes, you won't be able to ensure continued success.

### High Scores

The sections in which you receive high scores also offers you valuable insights. These are your key strengths. How can you leverage these strengths? Think about the way you're operating in these areas of your business. Can you apply similar processes to other areas to achieve better results?

Remember that your business and online presence is an ongoing process. Don't overlook high-scoring sections; they can help you identify your next stage of growth.

### Key Findings

The Key Findings describe our observations about your business and your work/life balance, based on your responses to the Brand Building Blueprint process.

### Questions to Consider

These questions are designed to be thought-provoking, and to encourage further self-evaluation and creative thinking. Notice which questions inspire you and use that inspiration as a starting point for taking action. Write down ideas that are sparked by the questions -- make a list of more questions, possible innovations, or anything else that comes to mind. Also notice which questions you are unable to answer, as they may reveal areas where you're lacking critical business information about your business perception and online presence.

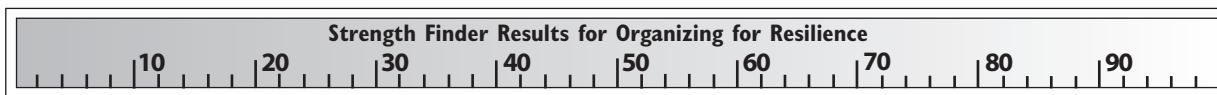
The questions can also help you evaluate the accuracy of the Key Findings. Do your answers to the questions shed light on the Key Findings? Do the questions reveal strengths or weaknesses you weren't aware of?

### Shifting Your Perspective

This section takes another look at the Key Findings, this time from the Brand Building Blueprint Point of View. It examines the underlying conditions that contribute to frustrations and problems in your business and its branding message. By addressing these underlying conditions, you will be able to develop long-term, sustainable solutions.

### Action Items

The Action Items are distilled from different business and website development philosophies, marketing processes, and are simplified so that you can implement them more quickly. They are great starting points for you to begin effecting immediate change. The more time, energy, and focus you put into these simple exercises, the more rewarding the results will be. These action items are your first steps in mapping out your plan.



**1. Your CoreWorx Program - Values, Passion, Purpose, Vision**

10

**2. Your BrandMap - Explorer/Developer/Innovator)**

33

**3. Your Brand Map - Work/Life Balance**

87

**4. Your Brand Map - Leadership - Self-Awareness**

36

**5. Your Brand Map - Leadership - Communication -**

**6. Your Brand Map - Leadership - Strategic Skills -**

0

**7. Management**

10

**8. MoneyWorx - Marketing**

5

**9. MoneyWorx**

0

**10. MoneyWorx - Hidden Profits**

41

**11. Cash Accelerator - Lead Generation**

10

**12. Cash Accelerator - Lead Conversion**

20

**13. Brandstorming Systems Strategy**

3