

BRAND BUILDING BLUE PRINT

Attract Clients, Make Money, Grow Your Business



LEARN HOW TO
BUILD a BRAND
THAT WORKS!

PRINTABLE
BRAND MAP OVERVIEW



Introduction: Your Brand Map Overview



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 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 most 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 business owner to be is not even close to the reality of what they experience every day. Can you relate?

We have also learned that many successful business owners are interested in making changes in their business to help it be even more profitable. 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' 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, customer or patients and in many cases you care more about it than they do. And we want you to know that the way you care for them, is the way we care for you.

Brand Map Overview

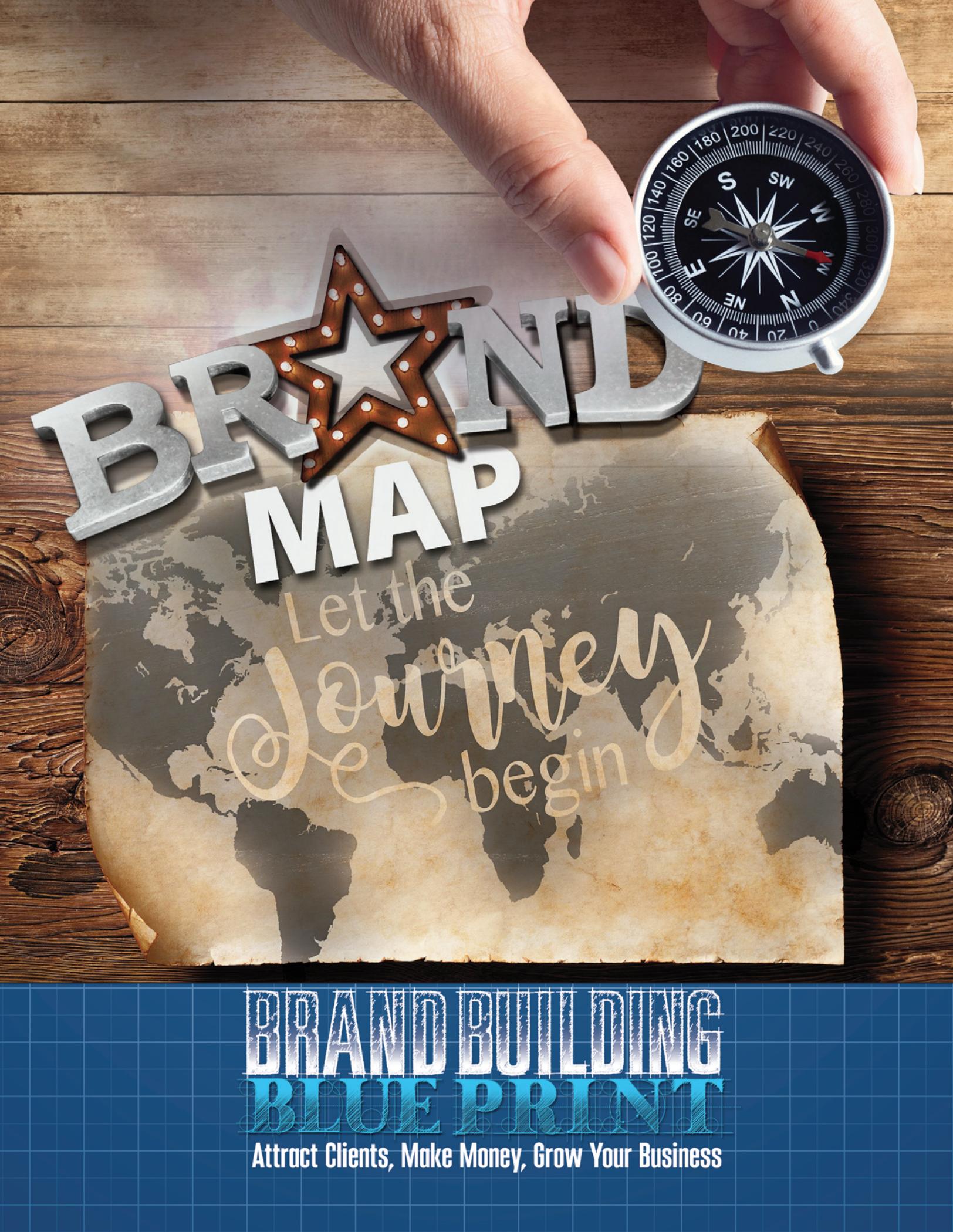
The Brand Map is a bird's eye-view, customized report designed to help you evaluate where you currently are as a leader, the state of your business, and your work-life balance. It is also designed to help you think about how you'd like to improve in these areas. As soon as you have the quick glance Brand Map I invite you to jump on a Brand Plan Session and focus on one of the areas on your Brand Map you want to work on that 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 online presence, 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!

Lets get started!

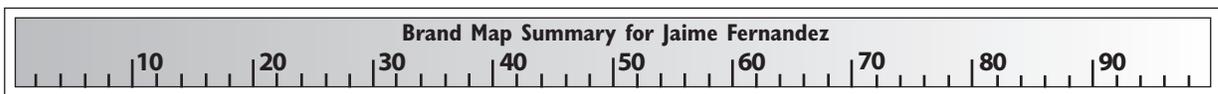
A hand holds a silver compass over a wooden surface. In the foreground, a sign reads 'BRAND MAP' in large, metallic letters, with the 'A' replaced by a star with glowing lights. Below this, a piece of parchment paper features a world map and the text 'Let the Journey begin' in a cursive font.

BRAND MAP

Let the
Journey
begin

BRAND BUILDING
BLUE PRINT

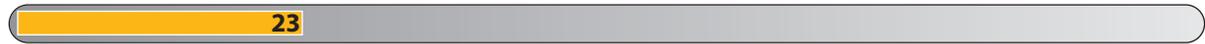
Attract Clients, Make Money, Grow Your Business



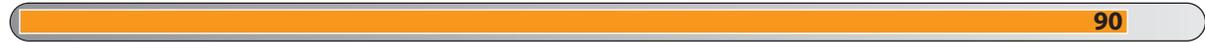
1. Your BrandMap - Explorer/Developer/Innovator)



2. Your Brand Map - Work/Life Balance



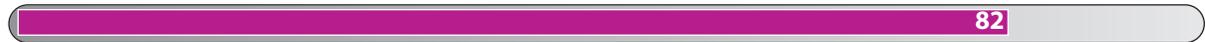
3. Your Brand Map - Leadership - Self-Awareness



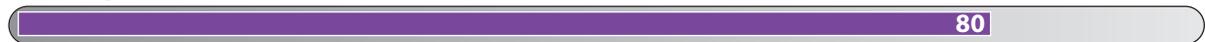
4. Your Brand Map - Leadership - Communication -



5. Your Brand Map - Leadership - Strategic Skills -



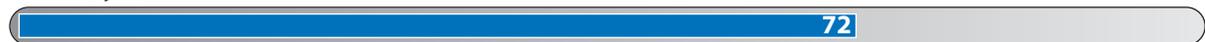
6. Management



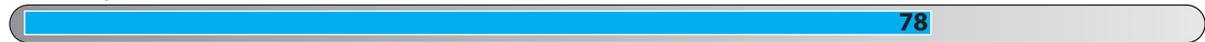
7. MoneyWorx - Marketing



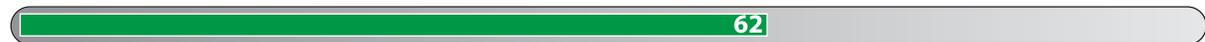
8. MoneyWorx



9. MoneyWorx - Hidden Profits



10. Cash Accelerator - Lead Generation



11. Cash Accelerator - Lead Conversion



12. Brandstorming Systems Strategy





Interpreting and Applying Your Brand Plan Overview 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.

Your Next Steps

Now that you have completed the Brand Map Overview for your business you have three basic choices:

1. You can do nothing;
 2. You can take the bird's eye-view information you've learned here and apply it to your business as you see fit;
- OR
3. You can decide now to take the next step with BrandWorx Productions to help you development your brand implementation plan and develop a brand that works hard for you and your company properly so it attracts your most profitable clients.

If you want to achieve your goals faster, stay on track, and go much farther than you could on your own, take the next step with BrandWorx Productions. Take full advantage of our 20 years' experience, our dedicated team of experts, our proven ROI, and resources.

This report will provide you with immediate overview on the areas in your business you can improve.

What can you do today to begin applying the BrandWorx principles to your life? Which one of the twelve areas are in most need of improvement in your business? Choose one and think about what would happen if you applied some of the principles you've learned here. Use what you've learned in this exercise as a starting point for creating a brand that works hard for you and serves your life.

Book your Brand Plan Focus Session with Jasper Dayton from BrandWorx Productions at BuildaBrandPlan.com. During this session we will map out your custom 30 - 60 - 90 day plan that will provide you with the right action steps you can take immediately to help move your business forward.

Get Access Here —>>> **Your Brand Plan Focus Session**

Enjoy your new insight into your business and we are looking forward helping you accomplish your business goals and dreams.