



BUILD a **BRAND** that **WORKS** **AS HARD AS YOU DO!**

**BrandStorming Program
for
Jose Munoz**

**Presented by:
Jasper Dayton
Brand Builder**

8 • 14 • 2018

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 this year!

- 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 BrandStorming Program for you?

The BrandStorming 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 and offline 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 BrandStorming 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 BrandStorming 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 BrandStorming 90-Day 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 customers 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 and business that allows you to use your skills and talents to achieve the freedom you want and deserve.



Does the BrandStorming Program work?

\$70,225

One of my BrandStorming 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 Brandstorming 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.

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. (complete)

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." (complete)



Phase 2

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.



Summary

Phase 1 - Brandstorming Program

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

Investment Options -

Payment Plan - \$250 deposit (non-refundable) + \$675 monthly payments (3 total)

One Payment - \$250 deposit (non-refundable) + \$1,500 (1 Month Free)

Note: * This is an estimate only. 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 and expenses) that have been incurred up to the date of the written cancellation are the responsibility of the client.

BrandWorxProductions.com

6

Client Authorization Signature to Begin Work
Jose Munoz
Via and M Construction, LLC

Date

Build A Brand That Works Hard For You So You Wont Have To!

1232 South Thompson Drive, Madison, WI 53716

office 608 • 334 • 5480

BrandWorxProductions.com