



Dr. Randy Kamen

BrandStorming & WebWorx
Exclusive Bundle Special

Presented by:

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Brand Builder

07 • 02 • 2019

Build A Brand That Works Hard For You!

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BrandWorxProductions.com



Attract an audience and start making money!

- A 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 business you're passionate about.
- We take on purpose 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 have tried everything and are now ready to take the right action that supports their goals. The program requires a 6 month 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 and credibility 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 signature bundled programs are 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 online and offline then the BrandWorx Signature Bundled Programs are 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:

- Get a clear sense of direction on where to start in order to earn more with less effort
- Build and grow a business that totally reflects who you want to be in the world.
- Propel your productivity, so you're focusing on the money generating activities in your business
- 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.
- Create an online presence that powerfully drives business your way.
- Find, attract, connect, nurture and enroll the people you want to be doing business with plus working with on your team.
- 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 Signature Programs work bundled together?

\$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. Watch this interview.

- 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



Brandstorming Program

Phase 1

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 - Strength Finder

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 touch point 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 offering.
- 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.
- Identify your customer's buying triggers.
- 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

Purpose:



You understand the importance of a website that works hard for you. Your 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.

Visibility + Influence = Profitability.

Our **VIP** System at BrandWorx has proven that if you can't be found, seen and build influence, you will not be profitable. We have a proven VIP System to keep your profits flowing.

Content and Design Strategies - Done with you - 90 Day Program

- 3 recorded strategy/training sessions monthly (9 total)
- Confirm that your current website format is working hard for you
- Confirm your current Social Media Strategy and Campaign structure and integrate it so it is working for you.
- Search engine optimized site content will be developed and collaborated together with you and Jasper in Co-Creation Strategy Meetings.
- 12 month editorial campaign schedule (using airtable) - 90 days executed for this package
- 4 week content strategy and development for 30 day cycle (can be upgraded to annual plan)
- Monthly email and article swipe file creation and revisions - 4 total per month
- Monthly Social content strategy and social post templates - 30 day campaigns
- Up to 2 opt-in 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 (set up and implementation)
- Analytics tracking & reporting
- Develop Custom Lead Magnet to be integrated into blog posts
- Calendar System Set-up
- Become masterful at the art of creating connections with your unique follow-Up connections campaign
- Eliminate the "Tech" mystery with support & guidance
- Grow your engaged audience with on-going list building strategies, guidance and coaching
 - * Signature Webinar Development (only for annual program - upgrade is available)
 - Group Training Program Guidance and Enrollment Strategies (optional - make money while you develop your program)
 - Masterclass Co-Creation Live Stream with 3 other experts
 - 5 - Day and 30 Challenge Challenge Pack System integration (optional)
 - * Black Friday Campaign (only for annual program - upgrade is available)



Your Online Reputation Is 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:** Fine tune your Brand, develop a content strategy that connects with your perfect audience, tune up 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 online workshop.
- **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 - Strength Finder*
2. *MoneyWorx Program*
3. *Cash Accelerator Program*

Phase 2 - WebWorx Program 90-day program (can be upgraded to annual on going management program)

Phase 3 - Fast Action Bonus - 90 Day Build an Online Presence that Works Hard for You

Investment Options for BrandStorming + WebWorx Exclusive VIP Bundle Special

Payment Plan fast action bonus upgrade for Exclusive VIP Bundle

~~\$1,000~~ (\$500) deposit + \$1,750 monthly payments (6 payments for 6 month program)

Pay in-full fast action bonus upgrade for Exclusive VIP Bundle

~~\$1,000~~ (\$500) deposit + \$9,500 (one payment)

Note: * BrandStorming and WebWorx VIP Exclusive Program is a 6 month program due to the production schedule and necessary timelines that will give you the best results. 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 7 days as the VIP support if available to a hand selected few. If the you request changes beyond the scope of the project the change request 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 or other out-of-pocket costs. Printing and out-of-pocket cost options for your specific needs will be determined during the strategy sessions. A separate estimate will be provided for out of pocket costs. Tax may be applied to specific out-of-pocket costs.

BrandWorx Productions requests an initial deposit and monthly payments (see fee agreement for details). At the start of the project a monthly payment will 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 and due upon receipt.

Client Authorization Signature to Begin Work
Dr. Randy Kamen
Psychologist, Life Coach, Author

Date

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