

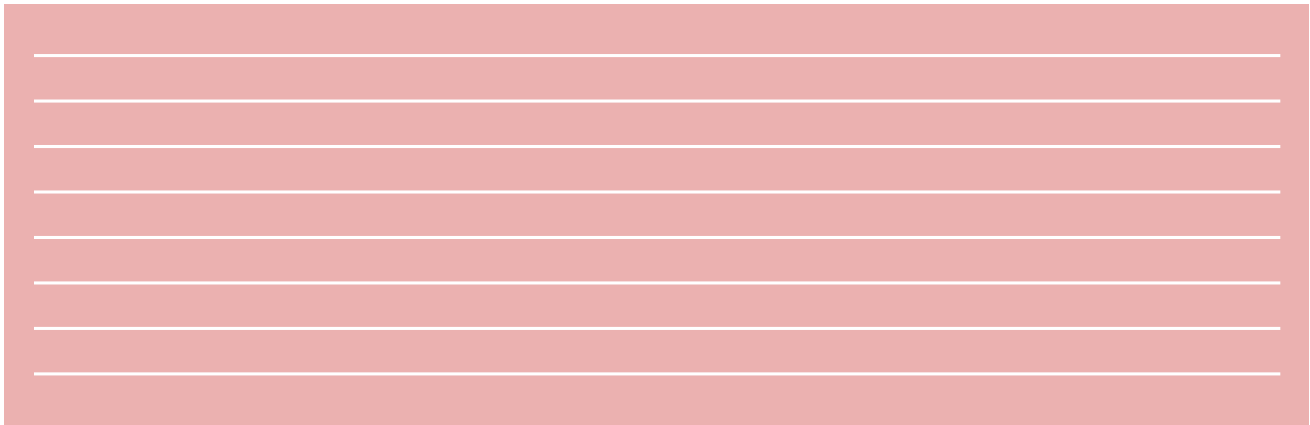
Marketing Blueprint

This workbook is to help you discover the best platforms and content to use for optimal engagement and reach for your brand.

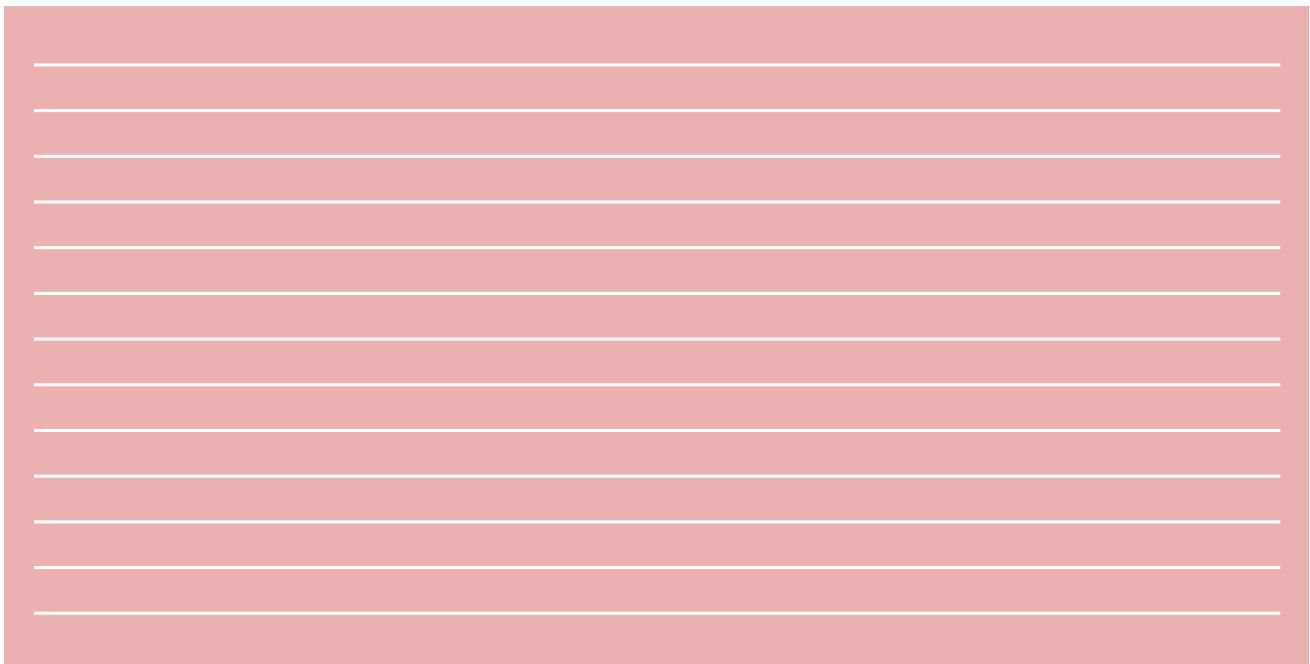
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YOUR BRAND JOURNEY STORYBOARD

Write a short description of the major events lead you to where you are right now.



Write a short description detailing why those events had such a strong impact on your life.

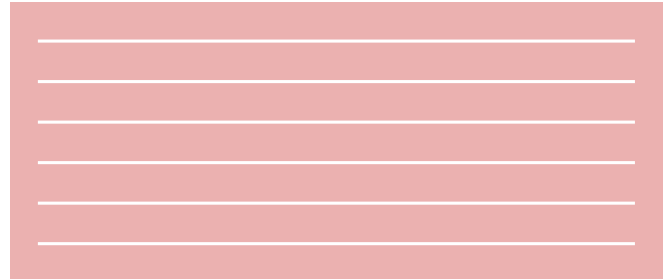


STORYBOARDING DEVELOPS A CLEAR PICTURE OF HOW YOUR AUDIENCE SHOULD EXPERIENCE YOUR BUSINESS AND RELATE TO YOUR BRAND.

Answer the questions below.

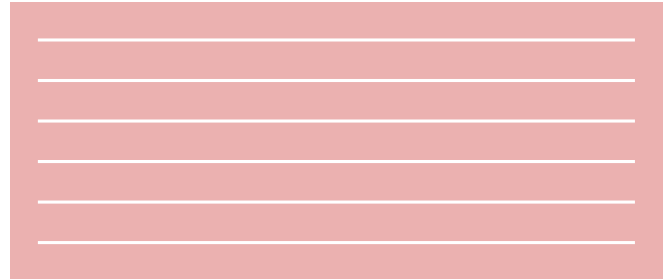
AUTHENTICITY

When do you feel the happiest?
What are you doing? Where are you? Who are you with?



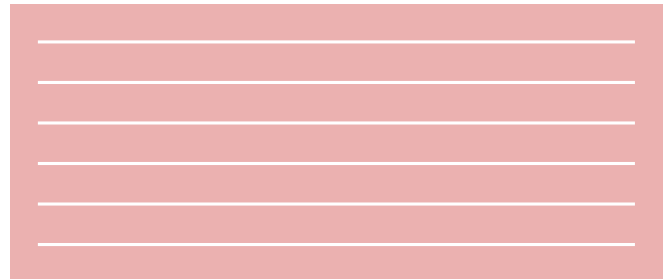
INTERNAL RESULTS

What was your mental state before starting your business?
What is it now?



EXTERNAL RESULTS

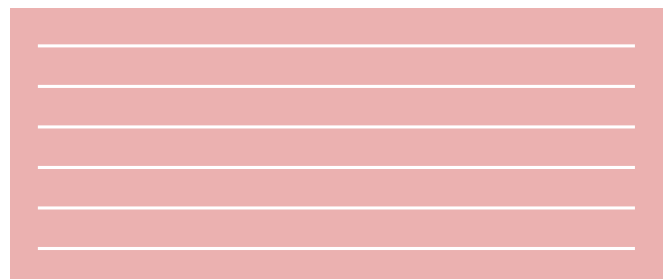
How did you spend your time before you starting your business? How do you spend your time now?



VALUES

What are the core values that shape you and your business?

Tip: *These are the values you wrote in the Brand Formula.*

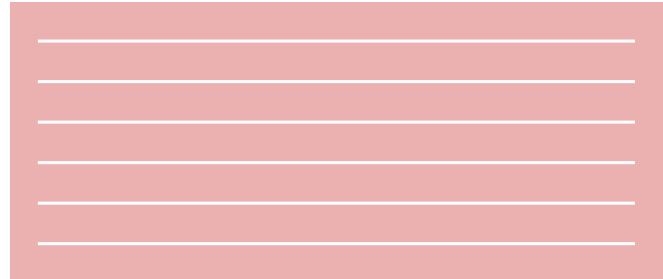


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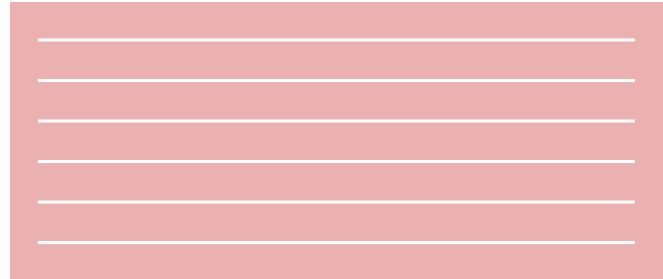
PRODUCTS/SERVICES

What are your top 2 products or services you offer to your audience?



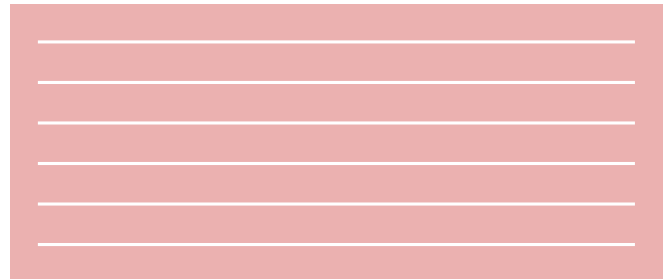
YOUR OFFERING

What results or feelings will people experience after using your product/ service?



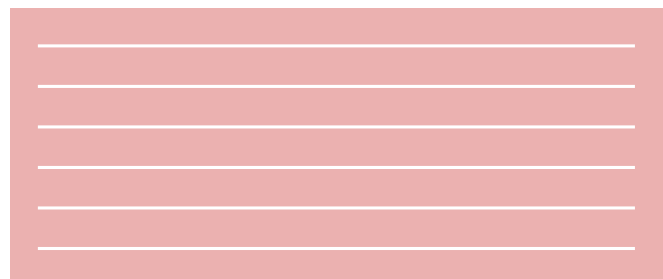
YOUR TRIBE

What kind of people will get the most use out of your products. services?



YOUR PURPOSE

Why do you love your Business? What feeling do you experience when you talk about your business?

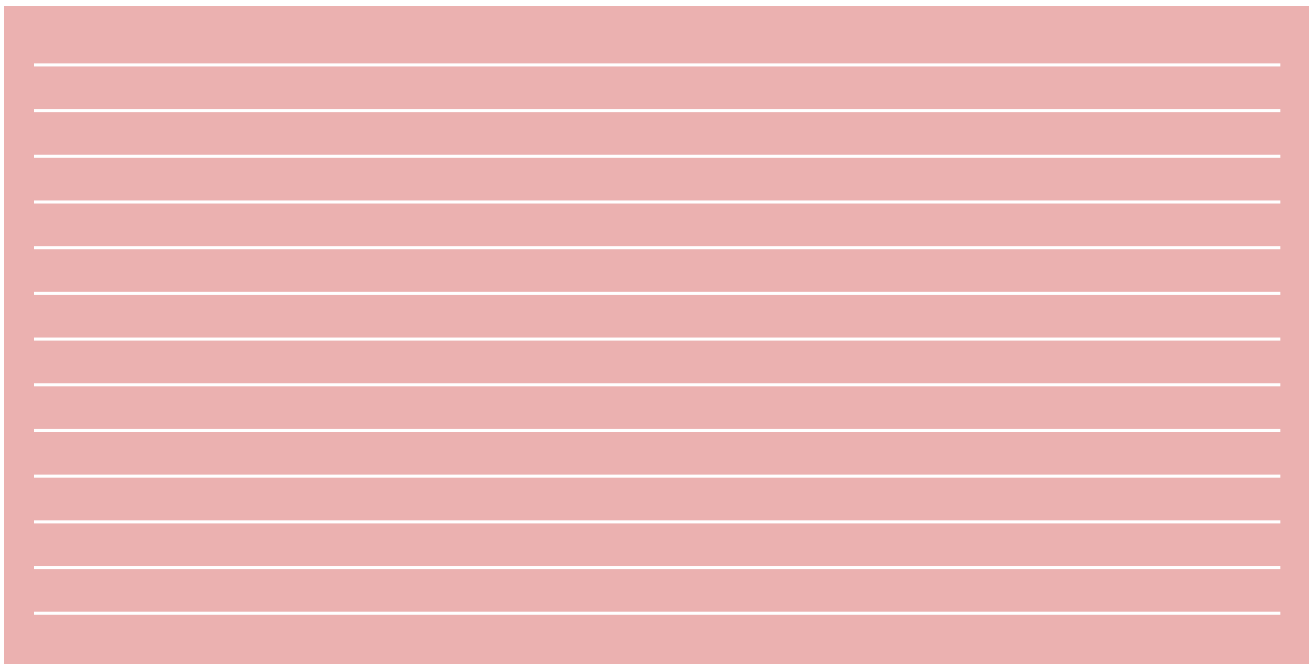


VALUES & PROMISES

Write out your core values as a person. What do you believe in the core of your being. What is important to you. Speak from the heart.

A red rectangular box with white horizontal lines for writing, intended for the user to write their core values.

Write the top 1-3 promises you will make to your customers. These are promises that you will not only keep, but OVER deliver on. Spoil your customers! But make ABSOLUTELY SURE you can deliver.

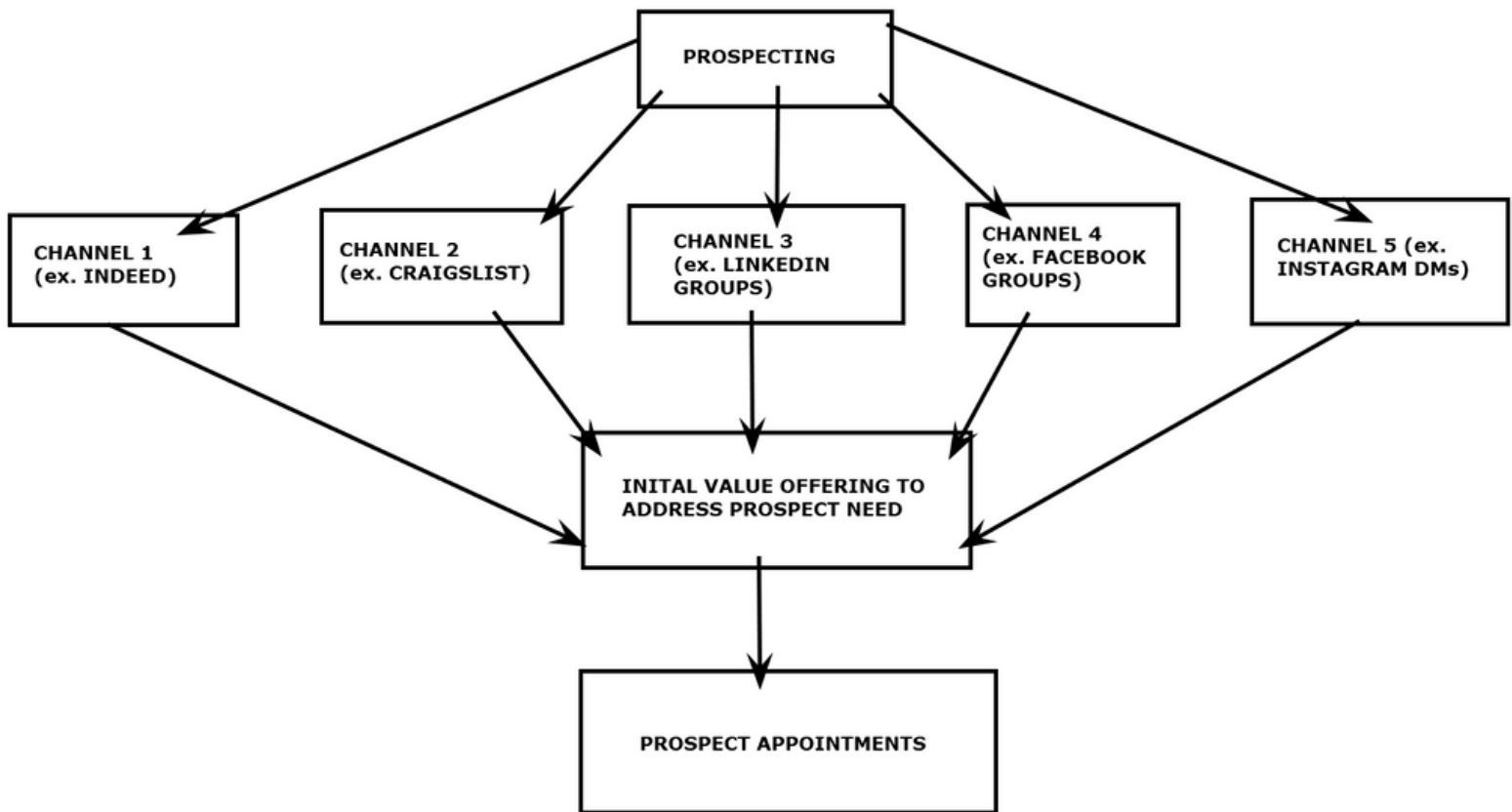
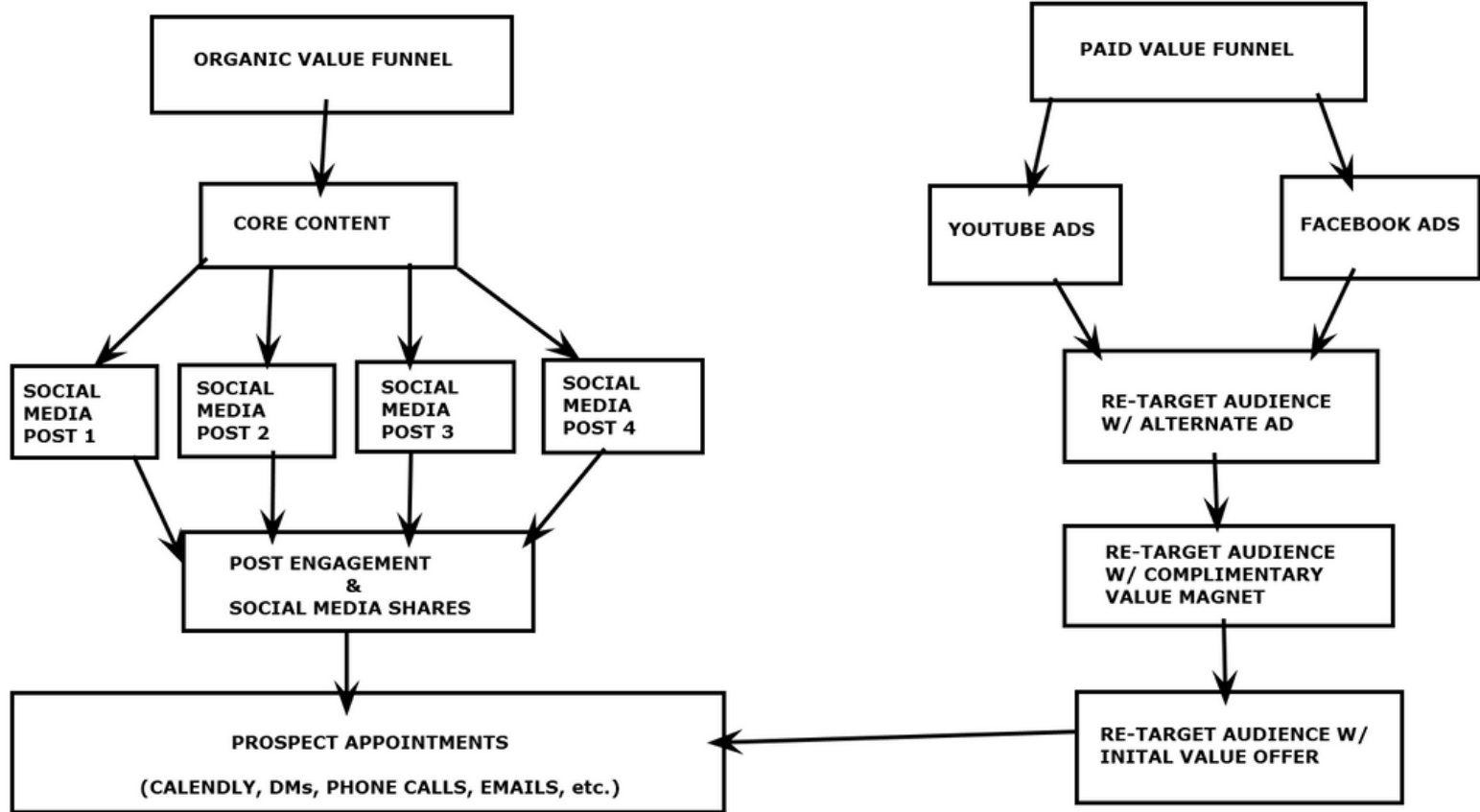
A red rectangular box with white horizontal lines for writing, intended for the user to write their top 1-3 promises to customers.

STRATEGIC BUSINESS PLAN

Answer the questions below.

What is the BIG problem you are solving?	
What is your BIG solution to this problem?	
Circle the business model your BIG solution falls in.	<input type="checkbox"/> Digital Products <input type="checkbox"/> Digital Services <input type="checkbox"/> Online Coaching/ Consulting <input type="checkbox"/> Virtual Events/ Masterminds <input type="checkbox"/> Affiliate Marketing
Describe the person who needs your BIG solution.	Age: Gender: Parental Status: Relationship Status: Favorite Netflix Show: Favorite Social Media: Favorite Food:
Circle how much people will pay you for your BIG solution?	<input type="checkbox"/> \$0-\$100 <input type="checkbox"/> \$100-\$500 <input type="checkbox"/> \$500-\$1,000 <input type="checkbox"/> \$1,000-\$5,000 <input type="checkbox"/> \$5,000+
Circle one free marketing channel you will use.	<input type="checkbox"/> Facebook <input type="checkbox"/> Tik Tok <input type="checkbox"/> YouTube <input type="checkbox"/> LinkedIn <input type="checkbox"/> Reddit <input type="checkbox"/> Anchor.fm <input type="checkbox"/> Medium <input type="checkbox"/> Twitter <input type="checkbox"/> Pinterest <input type="checkbox"/> Instagram
Circle one paid marketing channel you will use.	<input type="checkbox"/> Facebook Ads <input type="checkbox"/> Tik Tok Ads <input type="checkbox"/> YouTube Ads <input type="checkbox"/> LinkedIn Ads <input type="checkbox"/> Reddit Ads <input type="checkbox"/> Twitter Ads <input type="checkbox"/> Pinterest Ads <input type="checkbox"/> Instagram Ads
Budget to launch and grow in your first year of business.	<input type="checkbox"/> \$0-\$100 <input type="checkbox"/> \$100-\$500 <input type="checkbox"/> \$500-\$1,000 <input type="checkbox"/> \$1,000-\$5,000 <input type="checkbox"/> \$5,000+
Monthly paid marketing budget for your business.	<input type="checkbox"/> \$0-\$100 <input type="checkbox"/> \$100-\$500 <input type="checkbox"/> \$500-\$1,000 <input type="checkbox"/> \$1,000-\$5,000
Business revenue goal for the next 18 months.	<input type="checkbox"/> \$5,000-\$10,000 <input type="checkbox"/> \$10,000-\$20,000 <input type="checkbox"/> \$20,000-\$50,000
Top 3 skills you must develop to reach your revenue goal.	<ul style="list-style-type: none"> ● ● ●
Circle the payment method you will use to receive money?	<input type="checkbox"/> PayPal <input type="checkbox"/> Stripe <input type="checkbox"/> CashApp <input type="checkbox"/> Venmo <input type="checkbox"/> Cash <input type="checkbox"/> Check <input type="checkbox"/> Zelle <input type="checkbox"/> Sqaure
Look at the Value Funnel-Flow diagrams below.	Study the funnel-flow diagrams and choose which one you want to create first!

VALUE FUNNEL-FLOW DIAGRAMS



BRAND MESSAGE WORKSHEET

Answer the following questions. **Two sentence maximum** for each question. **DO NOT** make your answers too long or complicated.

1. What is the problem? The problem is that:

2. Why is it a problem? It's a problem because:

3. How are you solving the problem? I'm solving the problem by providing:

4. Who does the problem affect? I am solving this problem for:

CONDENSE BRAND MESSAGE:

Now take 4-5 keywords from your answers above that capture the main points of your offering. Create your condensed brands message below.

Write your brand message on the page 8.

BRAND FORMULA

CONTENT = VALUES + PROMISES + PERSONALITY = BRAND

BRAND MESSAGE (use worksheet on page 7):



VALUE: WHAT YOU VALUE AS A PERSON

These values are what you want to communicate to your customers. These values represent you and your company, and they are the reputation of your brand.

PROMISES: WHAT YOU WILL DELIVER TO CUSTOMERS

These promises are the main content topics that you will deliver to your customers. You will provide valuable information on these topics to your customers to increase the value of your business and brand.

PERSONALITY: This is YOUR unique Success Message Formula.

Write the answer to these prompts below. One sentence maximum!

DO NOT MAKE IT LONG! (5-6 words max)

#1. Undesirable - The 1 thing that you do not want to sacrifice

#2. Desired Result - Desired result you want out of your business

#3. Top Priority - What you LOVE about your business

SUCCESS MESSAGE FORMULA

I WANT TO #3.

WITHOUT SACRIFICING #1.

IN ORDER TO #2.

Rewrite YOUR SUCCESS MESSAGE. Repetition helps imprint it into your mind.



FORMULA RECAP:

PROMISES: The value you deliver.

VALUES: How you deliver value.

PERSONALITY: Why you deliver value.

CONTENT = VALUES + PROMISES + PERSONALITY = BRAND