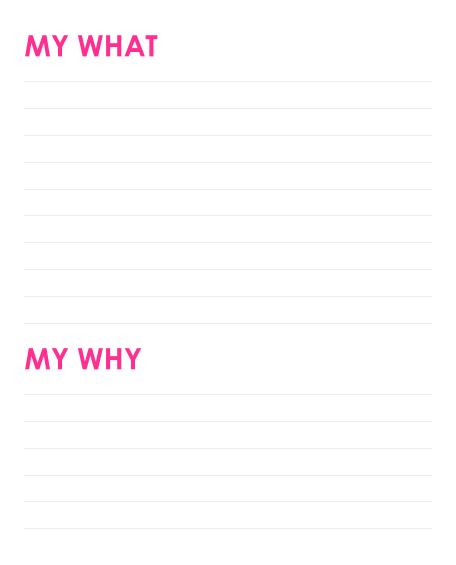
MAGNETIC BRAND FRAMEWORK

Build YOUR Magnetic Brand and Become a Highly-Paid Expert





MY BRAND STORY

Tell yo	our story	y by de	escribing:
---------	-----------	---------	------------

- 1. Where you started
- 2. Your awakening
- 3. The obstacles & challenges you've faced
- 4. The support, mentoring and coaching you have received
- 5. Your results and where you are today as a result of the journey

THE CLIENT JOURNEY

My Divine Client	
Pain, Needs, Challenges, Obstacles, Problems	Aspirations, Ambitions, Goals, Desires, Hopes, Dreams
Describe Their Awakening Why are They Motivated to Change?	

Obstacles & Challe What Could Keep The	enges em from Being Success	sful?		
Describe Their Suc What Does Success Lo	cess Story ook and Feel Like?			

My Brand Elements

My Brana Elemens
Brand Name
Tagline
Niche What you do, who you do it for, and the benefit your clients receive.
Fonts Visit http://DaFont.com and pick three to four fonts you really like.
Brand Colors Watch this video and record the two colors that are most aligned with your brand. https://www.youtube.com/watch?v=XDohoPavchc

My Brand Archetypes

Your Brand Archetypes Step 1: Download then review the 12 brand archetypes - http://lethiaowens.net/brandarchetypehandout Step 2: List your top three brand archetypes and share what you learned about yourself when reviewing your top three. Step 3: Share how what you learned from your brand archetypes will help you connect with, convert and nurture your divine clients more effectively: Brand Archetype #1 Brand Archetype #2 Brand Archetype #3

My Signature System

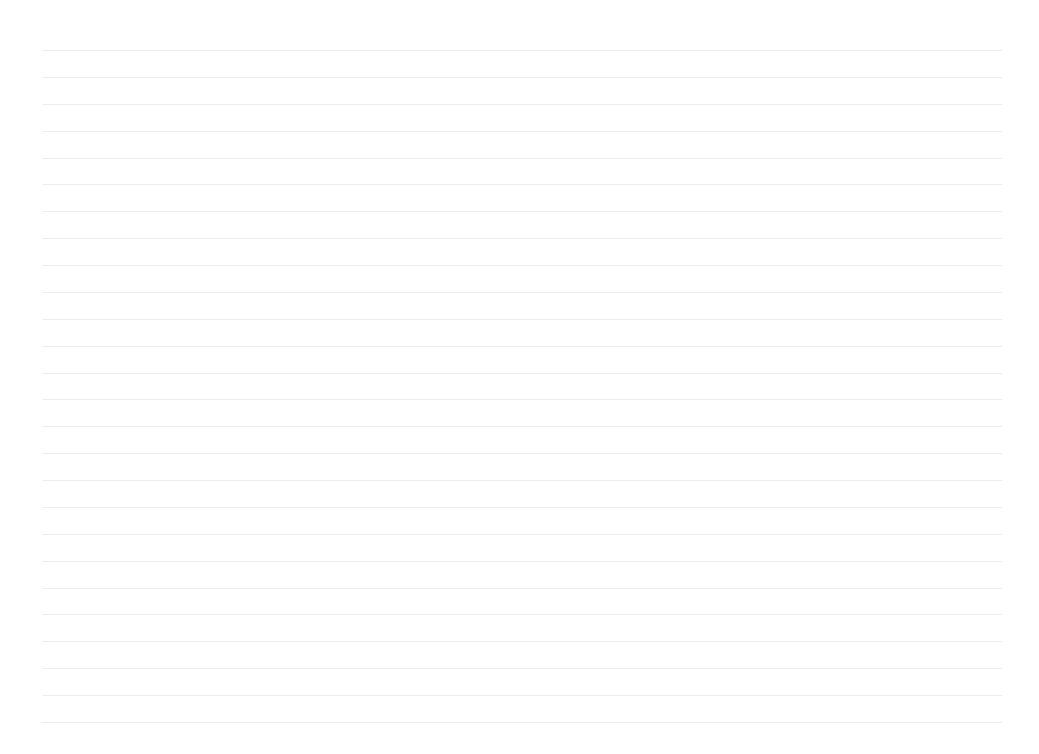
Your Signature System Name

Acronym Example

List Your Keys/Steps/Pillars/Principles (try to keep your list to 3, 5 or 7 points if possible)
Think of the process you take clients through to help them transform, grow, stretch, or shift. Perhaps you can use an acronym to explain your process or use a letter to make your system memorable.

Alliteration Example

Actoriyiii Example	Ameranon Example
The BEST TM Business Acceleration Model	The Catapult Success System TM
 B – Break Old Habits and Beliefs E – Examine Your Weaknesses and Strengths S – Systematize and Automate T – Test and Execute 	The 3 C's needed to propel you to a higher level of success: 1. Confidence – Your Mindset 2. Capacity - Your Skillset 3. Cash Flow – Your Plan to Monetize Your Capacity



My Brand Keywords

come known.	J WAITI TO C	create your c	own language	e for which y	OU WIII

Congratulations!

You have completed the first draft of your magnetic brand framework. I know you have tons of questions and you are probably unsure about some of the information you've recorded. Don't worry, that's normal and I am here to help you.

As part of your program, you are provided with a 1-on-1 coaching call with me to go over your framework and refine it. Your brand will become clearer and your message will become more powerful.





Be sure to submit your magnetic brand framework details at least 5-days BEFORE your session with me.

http://marketdominationmastery.com/brand-your-brilliance-pre-work/

It is my deepest desire that your brand be a powerful and magnetic reflection of God's brilliance shining through you.

Your commitment to doing the work to authentically align your brand with God's calling on your life will yield supernatural results.

With all the love my heart can hold,