

MAGNETIC BRAND FRAMEWORK

Build YOUR Magnetic Brand and Become a Highly-Paid Expert

MY WHAT

MY WHY



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?

My Brand Elements

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 _____

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My Signature System

Your Signature System Name

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.

Acronym Example	Alliteration Example
<p>The BEST™ Business Acceleration Model</p> <p>B – Break Old Habits and Beliefs E – Examine Your Weaknesses and Strengths S – Systematize and Automate T – Test and Execute</p>	<p>The Catapult Success System™</p> <p>The 3 C's needed to propel you to a higher level of success:</p> <ol style="list-style-type: none">1. Confidence – Your Mindset2. Capacity - Your Skillset3. Cash Flow – Your Plan to Monetize Your Capacity

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.

Use this link to schedule your Brand Your Brilliance strategy call:

<http://MeetingRequest.LethiaOwens.com>

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,

Lethia Owens

