

# W5H

🔥 Who \_\_\_\_\_

🔥 What \_\_\_\_\_

🔥 Where \_\_\_\_\_

🔥 When \_\_\_\_\_

🔥 Why \_\_\_\_\_

🔥 How \_\_\_\_\_

**It's Where You Begin!**



# WHO ARE You?

## The Qualities that make you SMILE...



**Superior** \_\_\_\_\_

**Memorable** \_\_\_\_\_

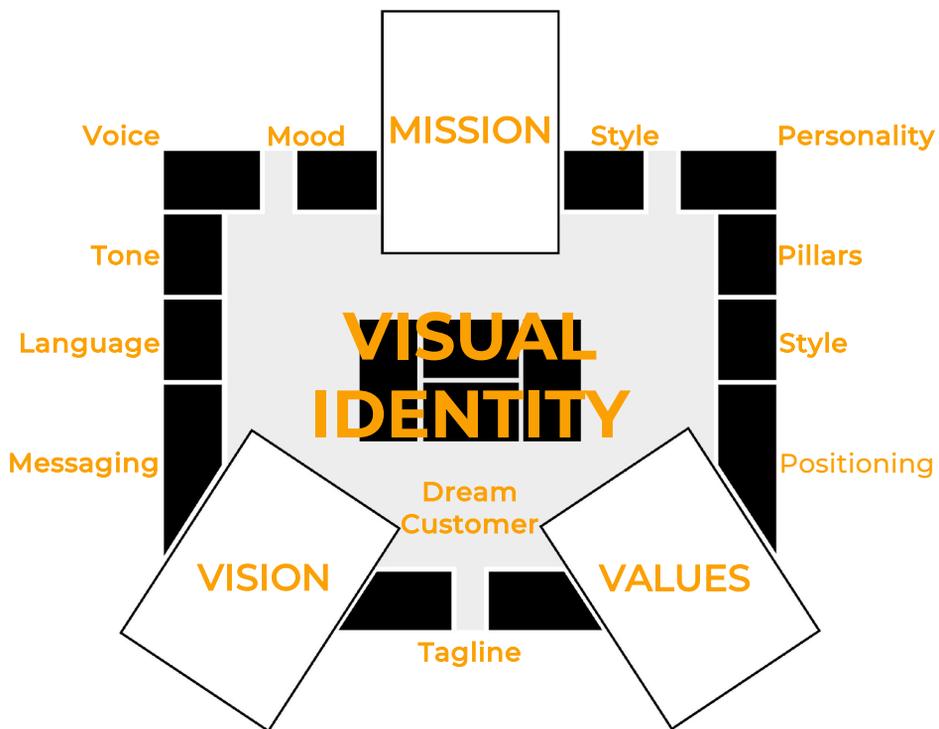
**Individual** \_\_\_\_\_

**Long-Lasting** \_\_\_\_\_

**Experience | Expertise** \_\_\_\_\_



# THE BRAND MALL



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# WHAT IS IT *For?*

## **The 4 I's of Brand.**

- 🔥 Image
- 🔥 Influence
- 🔥 Impact
- 🔥 Income

## **It's the Foundation of All of Your Marketing.**

# WHAT DOES IT *Do?*

## **The 4 A's Process of Lead Generation.**

- 🔥 Awareness
- 🔥 Attraction
- 🔥 Awakening
- 🔥 Action



*Create*

AWARENESS, ATTRACTION, and ACTION

**based upon your:**



Head



Heart



Habits

**So you can do your best work for the people you love to work with.**

MORE *Impact.*

**Your Marketing Needs to Do Only 3 Things to Generate Leads:**



Educate



Inspire



Relate



# 3 WAYS TO *Connect* WITH YOUR *Rock Star* CLIENTS

 Hunt

 Fish

 Farm

STRATEGIC *Alignment* and  
TACTICAL *Detours*.

## **ASSESSMENT: This is an Audition!**

 Know the “hook”

 Focus on THEM

 Remember you have more than ONE SHOT

 Don't solve their problem

