



# Christine Marie Pizzuto

Brandstorming 90-Day Plan

Presented by:

Jasper Dayton  
Brand Builder

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**Build A Brand That Works Hard For You!**

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[BrandWorxProductions.com](http://BrandWorxProductions.com)



### Create visibility, build influence and be profitable!

- A foundational brand-building plan designed to guide committed entrepreneurs to create a brand that supports 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 insight, support, guidance, accountability, and creative unique actionable concepts that work hard for you as you continue building the business you're passionate about.
- We take on purpose bold steps toward creating more than just a logo that you love but a brand that is aligned with your core values and purpose.

### Is the Brandstorming 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 support their goals and can quickly be implemented into a system that works hard for you.

#### 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 and offline so you effectively supercharge your visibility and credibility in attracting new clients.
- Want to get clear on your visual message that connects with the right audience that want to buy what you are offering.

If any of these sounds familiar the BrandWorx signature bundled systems are a good fit for you.

**Note:** If you're not ready to take action 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 start the Brandstorming Program:

- Get a clear sense of direction on where to start in order to earn more with less effort
- Build and grow a brand that totally reflects the business and how you want to show up in the world.
- Propel your productivity, so you're focusing on the money generating activities in your business
- You be able to implement concrete, proven business strategies designed to help you attract new leads, convert them into clients and solve their problems 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.
- With guidance, together we will lay the foundation to build a thriving profitable brand, program and business that allows you to use your skills and achieve the freedom you want.





## Doe the BrandWorx Signature Programs work bundled 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



### Phase 1

#### Build a brand that works hard for you with our signature Brandstorming Program -

Recommended for businesses that are successful and understand that their clients get better as they get better. Businesses that are ready for increased awareness, more clients and more people buying their services, programs, training, coaching, mentoring and booked for more events

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. You know this! You don't need more information. You need your vision implemented and that is the gap that needs to be filled.

#### Your business brand image strategy has three components:

##### 1. Your BrandPlan -

**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 lead from the inside out. You will learn why your vision is essential and how to bring out your vision and bring it to life everyday with your brand.

**30 - 60 - 90 Day Plan:** Have your custom implementation plan mapped out for you for the next 90 days and beyond. This is created by getting clear on your specific goals that are supported by the action steps you enjoy and we will take together in order to accomplish your goals. Where would you like to see yourself in 90 days from now?

**Finding and Hearing Your Own Voice:** How are you different from everyone else? Discover your unique value and find and finally hear your voice in the marketplace. Understand why listening to your own voice is so crucial to building your brand and understanding what the public perception really is. 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.





## Phase 1



### 2. MoneyWorx Program

**Connecting With Your Perfect 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 (see example below)

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.

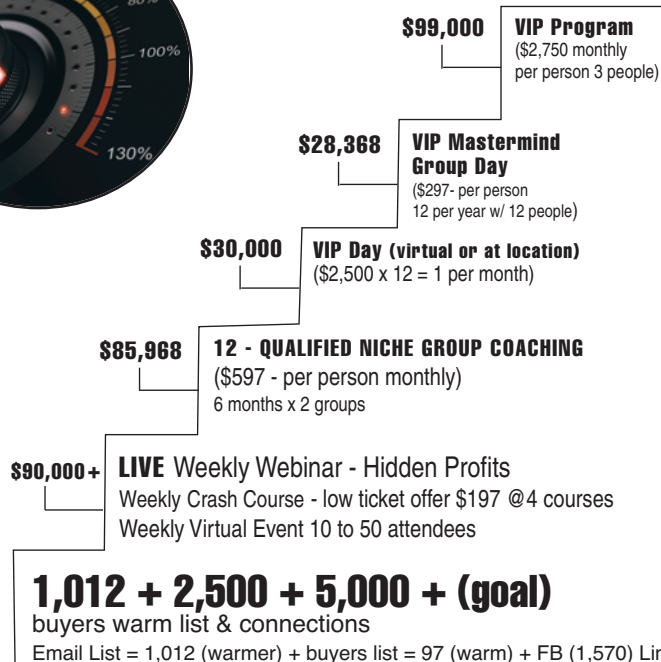
**Developing Your Channels:** Determine your marketing channels and create your marketing calendar. Learn what makes a good channel to reach your target audience for your message. Understand how to best evaluate the variety of available channels. Discover why your commitment to your channels is critical

**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.



Dennis' -  
Cash Accelerator Plan

**\$333,336** \* Sales Projection



**1 YEAR**  
Cash Accelerator Plan





## BrandStorming 90-Day Program

### Phase 1

#### With This Plan You Will Receive...

- Immediate Access to 22+ Brand Building Experts
- Get the Ultimate Brand Building Blueprint Kit
- All Access Pass to Online Resources and Client Private Portal
- 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, behavior and problems they want solved
- 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.
- Build a powerful brand
  - Logo Re-design (optional)
  - Brand Identity System and Guide





“BrandWorx Productions made me totally look at my business from a different perspective and over-delivered!” - Dennis Kotnour, Owner of Healthy Woman



▶ Listen to Dennis here!

Before BrandWorx Productions



After BrandWorx Productions



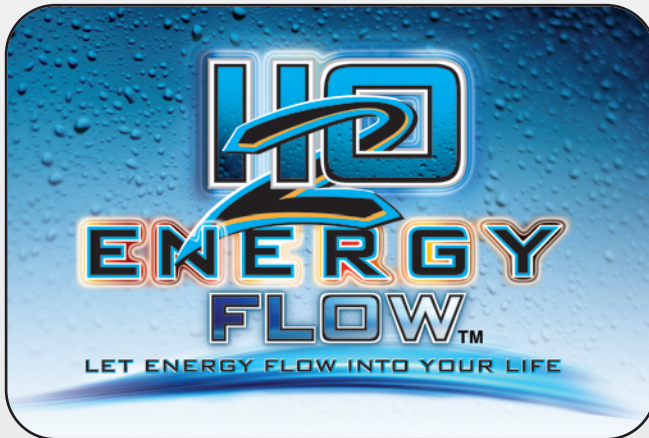
### Success Story...

BrandWorx Productions helped this weight loss facility redevelop their corporate brand by redesigning their corporate image. This company needed a message that helped create the emotion a woman would feel when they accomplish their weight loss goals with Healthy Woman. Their target market is women between the ages of 50 to 75. By re-developing their image into an established and credible visual representation they were able to attract more profitable clients.

Before BrandWorx Productions



After BrandWorx Productions



### Success Story...

BrandWorx Productions helped a water company develop a brand name that could be trademarked and a corporate image that was competitive. Their target market was the direct consumer plus distribution companies and investors. By re-developing their image into a more established and credible visual representation they were able to attract more profitable clients. The new logo and product label was designed to make the product jump off the shelf and sell itself.



“Brandworx has really directed my business in the right direction. Top notch in all facets of their business. A joy to work with.”

- Mark Bublitz, Owner of H2O Energy Flow

▶ Watch Mark's interview here!



### Phase 2

### Make sure your website is working hard for you with our WebWorx Strategy -



Would you like your website to create more engagement and nurture your visitors into buyers?

BrandWorx Productions has prepared a complete methodology for developing an online presence that works hard for you. We will provide a checklist of questions to guide you through the decision-making process needed to create and maintain a successful web presence. The following information is what we will uncover in our web strategy meeting. BrandWorx Productions will develop a written plan that will coincide with the design of your new web site.

We will answer these question together during our strategy meetings along with further research performed by BrandWorx Productions.

#### **6 Steps for a Successful Online Presence:**

##### **1. Set Your Goals and Online Presence Audit:**

- Why do you have a website for your business?
- How do you want your website to fit your overall business and marketing plan?
- What is the size of the online market?
- What are the goals for your website?

##### **2. Develop Your Website Strategy and Position Tracking:**

- How much traffic does your website receive daily and monthly?
- What are your traffic sources?
- What is your current audience engagement strategy?
- Who is your website target audience?
- What typically appeals to your target audience?
- How are the other websites (your competition) reaching out to this audience?
- How will you measure your performance?
- Have you developed your benchmarks?
- What will your website do for you?
- How will your website stand above the competition?

##### **3. Set-Up Implementation Plans and Your Online Presence:**

- Is your current domain name appropriate?
- How do you envision your online presence to be?
- How big is your current audience?
- How many leads do you receive from your website?
- How do you drive traffic to your website right now?
- How do you create your content?
- How do you maintain your website?
- How often do you engage your audience?

##### **4. Start the Ball Rolling and Organic Traffic Insights:**

- What Content Management System are you using?
- Do you know the search engine competitive keywords and keyword phrases that you would like to use in your content?
- If your site is not visible in the search engine results pages for its keywords, what strategies do you intend to do?

##### **5. Maintain Your Website and Grow Your Web Business:**

- How to you plan to continue to find ways to grow your web business.
- How do you intend to continue your education on website maintenance?

##### **6. Re-estimate your new website design and development based on the plan we have created together.**





“BrandWorx Productions made me not give up and helped me see the value of the empire I am creating.” - Melissa Blair, Owner of Cultivating Sales Pro



Before  
BrandWorx Productions



After  
BrandWorx Productions



### Success Story...

... a business built by a true entrepreneurial spirit. Melissa Blair, the owner of Cultivating Sales PRO had a vision of building a business that simplified the complex maze in the technology side of business and brought everything that a business owner needs in one software platform where they can easily create a connection and turn it into a conversation that they can nurture, engage and convert that connection into a buyer (or even a best friend). A dream come true for most successful business owners!

Before  
BrandWorx Productions



After  
BrandWorx Productions



### Success Story...

BrandWorx Productions helped an entrepreneur build is dream after he retired from his corporate job working for the University of Wisconsin Business school. His vision was to create an online training platform for young professionals entering into their sales careers. His online training program is called Success Golfer.com.



“What I like about working with BrandWorx Productions is they understand the strategy side of business combined with the technical side.”

- Barry Roberts,  
Owner of SuccessGolfer.com



## Phase 2

### Step One: What Have You Got? (Inventory/Audit)

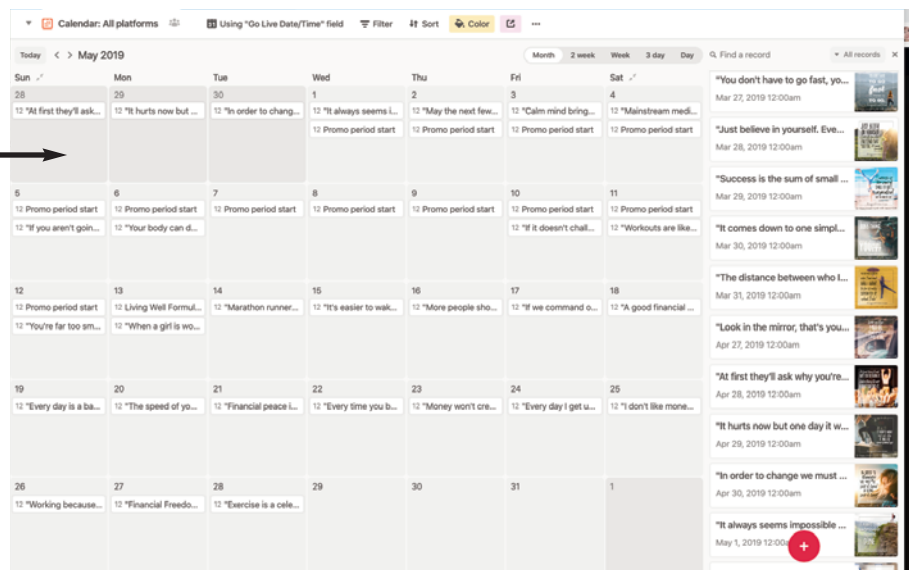
What content do you have? For that matter, is it any good? Is something you tabled and filed away 3 years ago useful in an e-book or newsletter? You should open up that folder deep in your hard drive, that filing cabinet where you stored some materials in that one time. You might be surprised what you find there.

#### Create the Inventory List and turning it into an engaging content strategy

Your content inventory and batch creation content days are crucial in keeping you off of the content creation treadmill.

It's key to know what you've got already, what investments you've made that you can leverage. It'll save you money and time.

	A	B	C
1	Navigation title		Page title
2	0.0	Home	<a href="#">Wine Tasmania</a>
3	1.0	Wine Tasmania	
4	1.1	History	<a href="#">History</a>
5	1.2	Touring Tasmania	<a href="#">Touring Tasmania</a>
6	1.3	Touring Links	<a href="#">Touring Links</a>
7	1.4	Wine Industry Tasmania	<a href="#">Wine Industry Tasmania</a>
8	1.5	Industry Statistics & Info	<a href="#">Industry Statistics &amp; Info</a>
9	1.6	Investment	<a href="#">Investment</a>
10	1.7	Partners	<a href="#">Wine Industry Tasmania Partners</a>
11	2.0	The Wine Route	
12	2.1	Wine route overview	<a href="#">The wine route</a>
13	2.2.0	Tamar Valley Wine Route	<a href="#">Tamar Valley Wine Route</a>
33	2.3.0	Southern Wine Region	<a href="#">Southern Wine Region</a>
49	2.4.0	East Coast Wine Region	<a href="#">East Coast Wine Region</a>
55	2.5.0	North West Wine Region	<a href="#">North West Wine Region</a>
61	3.0	Latest News	<a href="#">Latest News</a>
62	4.0	Events	
63	4.1	Overview	<a href="#">Events</a>
64	4.2	Booking	<a href="#">Event booking</a>
65	4.3	Privacy Policy	<a href="#">Privacy Policy</a>
66	4.4	Security and Refunds	<a href="#">Security and Refunds</a>
67	5.0	Members	<a href="#">Wine Industry Tasmania Members</a>
68	6.0	Resources	<a href="#">Resources</a>
74	7.0	Contact Us	<a href="#">Contact Us</a>



### Step Two: Who Are You Trying To Reach? (Audience Re-engagement and Definition)

#### Commit this phrase to memory: I Am Not The Target.

What you or your team find personally motivating/interesting/persuasive is not likely to be the same as what drives your customers and prospects. You have a unique, rich, second-nature, short-hand grasp of your industry, services, and benefits – your customers don't.

We already have a customer and prospect segmentation strategy in place; we're farther along than you think. Demographics, psychographics, technographics – there's a ton of ways of slicing and dicing your customers. Use this information – couple it with what you can find from search trends and social sentiment.

#### Create your Audience Re-Engagement Systems

We have a proven and trackable 3 Day campaign system that will help you re-engage your current audience while also helping you stay booked solid and develop your 12 month content strategy with a message that lands with your current audience.



“BrandWorx Productions helped me break free from the tech maze.” - Lyda Osinga, Owner of the Decoder Academy



Before BrandWorx Productions



After BrandWorx Productions



### Success Story...

... An orchestra teacher had dream that was stuck in her head and needed a way to turn it into something tangible that she can share with the world by making a difference for parents that want a way to motivate and inspire their children by making learning and playing music fun!

Before BrandWorx Productions



After BrandWorx Productions



### Success Story...

a business built by a woman on a mission. Sue-z Schwab is the owner of Life is a Journey Now. From the first moment, anyone that meets Sue-Z can feel her amazing generous energy that makes you say, whatever she is up to I want to travel on that journey with her. Sue-Z is the kind of person you will travel around the globe with many times. The reason is that Sue-Z is not just about racking up frequent flyer miles, she is about making global IMPACT on her different mission trips. She also knows how to travel in style on any budget, income or schedule. Sue-Z knows that in order to make an impact you also have to be visible, do what no else is doing and be memorable.



“BrandWorx Productions made my business a brand that grabbed my customers attention and inspired them to want to buy what I was selling”

- Sue-Z Schwab, Owner of Life is a Journey Now



Phase 2

Website Persona Analysis Update

Website Personas - Realistic personality profile that represents a significant group of users.

Importance - Creating a website without going through a basic persona analysis at the outset of the beginning of your planning stage is similar to planning a wedding without knowing the bride and groom. Now you have a website that we can accurately track and analyze your different market segments based on the current content and needed content.

Personas help you to focus on the groups of visitors to your site who matter most; who actually will effect your bottom line.

We Will Create Specific Web Personas - 4 step process

Step 1: Research

Step 2: Segmentation

- Segment 1: The Skimmer
- Segment 2: The Researcher
- Segment 3: The Buyer

Step 3: Persona Creation

Step 4: Testing

1. Are the segments unique enough?
2. Do they feel like real people?
3. Can they be easily described?
4. Do they cover all key user types?
5. Is it clear how these segments will affect decision making?

<p><b>Brian</b> Analytical, Data-Driven Influencer</p>		<p>"I'm interested in comparing the top solutions in detail to recommend the best one."</p>
<p><b>Profile</b></p>	<p>For Brian, the web is about increasing knowledge through data-rich applications and fine tuning his company's online strategy based upon the information he gathers. Brian is up to speed on the latest analytics tools and techniques and pushes his firm to continually adapt their practices to reflect the current standard.</p>	
<p>Brian is cautious to recommend any tool or solution until he is satisfied that it has both the functional scope and resilience he believes is needed to represent value to his</p>	<p><b>Personal Information</b></p>	<p>Age: 28 Location: Boston, MA Knowledge of Industry: High Profession: Marketing Hobbies: Basketball, reading, computers Favorite TV Show: Fringe Personality: Warm and engaging, but critical</p>
	<p><b>Internet Usage</b></p>	<p>Daily usage: Very high</p>

Creating web personas involves a four-step process of research, segmentation, creation and testing. To properly research personas, you'll want to conduct one-on-one phone interviews with a group of active and valued clients as well as prospects familiar with you or your business. Have another person on the call with you to listen and take notes so you can focus on having a natural conversation that covers the goals, attitudes and behaviors of your interviewee. Once you've completed your interviews, you'll want to translate your interviewees into 3-5 segments. Segmenting personas is an intuitive, rather than scientific, process that generalizes your personas and qualifies them for uniqueness, realism, describability, user-base coverage, and influence upon the decisions you will make about your website during prototyping.

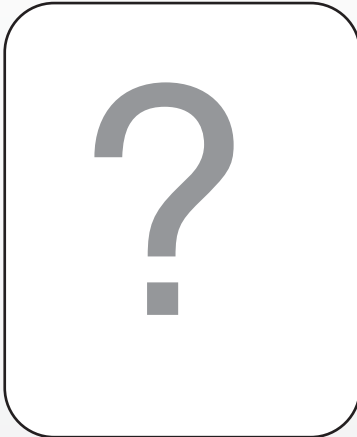
Each persona should have specific things that will form an outline for the content that you'll need to succeed in helping them:

- **Content needs:** comparative information, testimonials, video, infographics, etc.
- **Barriers to overcome:** previous bad experience, over-reliance on trade publication reviews, lack of technical know-how, etc.

**Step Three:** *Re-estimate your content development strategy and implementation plan based on what you have, your perfect client interviews and what you currently need in place to help build brand that works hard for you.*



Before  
BrandWorx Productions



After  
BrandWorx Productions



“You deserve the credit for making our website an effective business tool that serves many functions. You met with Johanna Allex and I ... and began asking us some very tough questions... I’m glad you did...” - Attorney Iris Christenson,  
Partner of Law Offices of Christenson and Allex

### Attorney Christenson’s experience with the BrandStorming & WebWorx Program...

I planned to thank you a long time ago but I’ve been busy. You see our business has been growing as a result of the website you designed. I know this is true because many of our new clients say that they decided to call our office after finding our website and comparing our site to those of other law offices. Some typical comments we’ve heard: “I checked out your website and I liked what I saw.” “I read your bio and watched a couple of your videos. I could tell you are the type of attorneys I would like to work with.”

At first, I just hoped that our website would show that we were “up-to-date” in the way that we do business. The website does that and much more. Current clients go to the site to find out about changes in the law and new clients go to the site to download the forms they need to complete before their first appointment. They arrive at the first appointment already engaged in the process because they seem to feel as though they’ve met us. The website alleviates a new client’s apprehension about hiring a law firm. Many people have preconceived ideas about attorneys that are not exactly positive. Someone who has never met us can tell that we are “real people” and our style is to provide “client-focused services” just by watching a few short videos and reading our bios.

You deserve the credit for making an effective business tool that serves many functions. You met with Johanna Allex and I soon after we combined our law practices and began by asking us some very tough questions about who we wanted to reach (our target client group) and which areas of practice we planned to focus on for the next 5-10 years. You forced us (and I’m glad you did) to answer these difficult questions with a great deal of detail before we even started reviewing design ideas for our corporate identity or colors for the website. As a result, the images you came up with for our logo, stationery and the website all fit together and convey the message that we hoped to convey – we’re a business that is concerned about the families and small businesses we serve and the environment we live in.

Your artistic talent was obvious when you provided numerous design ideas for us to choose from. Beyond that, Johanna and I appreciated your step-by-step process.





### 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 offer by creating a virtual experience that drives traffic to your website or a landing page. 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 online presence 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 **V!P** 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 V!P System to keep your profits flowing.

#### **Content and Design Strategies - Done with you and for you - 90 Day Program**

- 3 recorded strategy sessions monthly (9 total)
- Confirm that your current website format is working hard for you by attracting the right people, engaging them and converting them into by building your audience.
- Review your current content strategy 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.
- Up to 2 opt-in page designs and funnel systems
- Calendar System Integration
- One branded and interactive call booking page with integrated follow up system
- Video Updates and Integration
- One E-mail follow up and nurture sequence developed and integrated
- Analytics tracking & reporting
- Become masterful at the art of creating connections with your unique follow-Up connections campaign
- Eliminate the "Tech" mystery with your current follow up and connections campaigns
- Grow your engaged audience with on-going list building strategies, and guidance
  - During your 30 - 60 - 90 day plan development we will look at list building opportunities.
  - Media-Kit for on stage presentations and key note speaking engagements



#### **Purpose:**

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The marriage of word and visuals does not just sell a product, but creates an image as well. Often it is the only link between your audience and your business. If handled well, it can be a powerful tool in developing the next big venture. The point is this: It's not enough to be a great company or to have a great product if that information cannot effectively be conveyed to the proper audience. A successful Social Digital Footprint connects with your audience and nurtures them well before one on one contact is ever made. The concept for social media image and message will educate and promote the benefits your services will deliver while positioning you as an expert.

#### **What does a Social Media presence do?**

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- Helps your prospects find you
- Positions your company
- Directs people to your website
- Initiates a dialogue
- Gives your prospect a chance to know a little about you before you meet
- Helps break the ice
- Lends credibility when professionally executed
- Provides an opportunity to visually tell your story
- Shows off your merits

#### **Concept Development, Design and Layout Process:**

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Based upon the results from the Brand Plan, research and Brand Identity System, BrandWorx Productions will develop the concept for your profile images based on the results from your logo design, website and overall brand message. BrandWorx Productions will create a mock up layout for your profile image. Once approved the cover image will be posted to facebook and LinkedIn.

Strategies -

- Title and slogan, along with phrases, will be developed for your campaign
- 1 initial mock up layout for the main layout of the timeline cover theme for your business page
- 1 revised layout
- Final concept for the main template
- 1 initial mock up layout for the profile image that will compliment the main profile theme
- Final concept for the matching profile image
- 1 initial mock up layout for 5 different timeline cover images to be used in the 6 month campaign
- 1 revised layout for the 5 different timeline covers
- Final concept for the 5 different timeline covers
- 5 initial mock up layouts for the profile images that will compliment the main timeline cover theme
- Final concept for the 5 different matching profile images.

#### **Preparation and Organization of Designs and Graphics:**

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Prepare the final approved timeline covers, prepare and send final artwork to be uploaded to the appropriate social platforms.



Before  
BrandWorx Productions

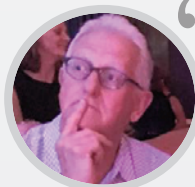


After  
BrandWorx Productions



### Success Story...

BrandWorx Productions helped a software development company, Two Miles Solutions redevelop their image so their visual communication was clear and they were able to attract people that needed to custom-built software programmed for their business. This logo was developed to work for print, signage, embroidery, and online for their blog and social media campaign.



“Jasper has a great artist touch and is a very creative thinker. She also has a strong understanding of the business side of design work. All and all, I feel Jasper will make a valuable addition to your team.”

- Gregg Schieve,  
Owner of Tweedee Productions

### Gregg's Experience with the working with Jasper Dayton...

I have known and worked with Jasper on a wide variety of projects for a number of years. In that time she is consistently displayed a high degree of creativity and passion for her work. We at Tweedee productions were always satisfied with her work.

We worked closely with Jasper when we were producing our award winning DVD In the Red Zone, The History of Camp Randall. Jasper created the "Red Zone" logo, DVD cover art and DVD menu. She also designed both small and large point-of-purchase displays for the DVD. The look and feel Jasper created for the DVD cover greatly complimented and enhanced the story we created for the DVD. Her work really gave the DVD great "store shelf presence".

In addition to her work with us for In the Red Zone, Jennie created our company logo that we have used without any major changes for almost 18 years. She also created our original business card design which to this day draws compliments when handed out.

Jasper has a great artistic touch and is a very creative thinker. She also has a strong understanding of the business side of design work. All in all, I feel that Jasper would make a valuable addition to any creative team.



Build A Brand That Works Hard For You

BRANDWORXPRODUCTIONS.COM





**Summary**

**Phase 1** - BrandStorming Plan - This is where we will create your strategy and customize your plan for you and your specific needs.

- 1. *Your BrandPlan - Create your custom blueprint for your brand*
- 2. *MoneyWorx Program*
- 3. *Cash Accelerator Program*

**Phase 2** - WebWorx Strategy - This is where we will strategize your implementation plan

- 1. *Market Analysis and Online Presence Audit*
- 2. *Re-engagement Signals and Viral Funnel Strategy*
- 2. *Content Strategy and Development*

**Phase 3** - SocialWrite Worx - Design your Social Platform strategy that will build awareness and grow perfect audience

- 1. *Design Your Profile Images with titles and taglines that connect*
- 2. *Map out your current audience size and track with our audience tracker*
- 3. *12 month Content Strategy Calendar*

**Investment Options for BrandWorx Influencer 90-Day Program**

\$500 deposit + \$5,000 one payment (\$1,750 savings)

**Payment Plan for BrandWorx Influencer 90-Day Program**

\$500 deposit + \$1,750 monthly payments ( 3 payments)

**Note:** \* Billing will reflect the actual costs incurred. If extra support, training and services (for example trademark registration, writing, photography, custom programing, sales training , added team members, social media strategy and ad creation, etc....) are needed you will be able to easily upgrade your program that fits your specific needs.

This estimate is valid only for 7 days as the VIP support is available to a hand selected few. If you request changes beyond the scope of this project the change request will be re-estimated and incorporated into the current strategy.

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 half of the remaining payment plan) that has 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  
**Christine Marie Pizzuto**  
Hypnotist and Life Mastery Consultant

\_\_\_\_\_  
Date

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