JBKREATIVE PRESENTS

A BRAND YOU BELIEVE IN

EXTRAORDINARY Impact in an Ordinary World

Overview

DISCUSSION POINTS

- Who is Behind Your Brand
- What Sets You Apart
- Why You Want to Establish Connection
- Where are Your Vision and Values
- How to Brand Beyond Barriers

The JBKreative Story

Hi I'm **Joey**.
I am an artist, an organizer and a consultant with over 15 years of experience working in the tech and creative industry. The call me the deconstruction engineer, because I take things apart, innovate on ways to make it better and put them back together again.

In 2011 I started a company called **JBKreative** with the focus in mind of helping like-minded individuals, small businesses and start up companies develop their creative goals into scalable, long term venture visions.

If you have a dream, I can help you make it a reality!

BEHIND YOUR BRAND

One of the most important things you can do to increase the overall impact of your brand is to get in clear and cohesive alignment with your intentions.

What is your brand?

What does it stand for?

Lesson 01:

Keyword Production Process

What Makes You Special?

WHAT SETS YOU APART

- Create a list of Keywords
- Unify the list with Pairing
- Create a unique Complete Phrase

Lesson 02:

Target Market Exploration

Your target market is where you want to aim the focus of your efforts.

Understanding the interests of the people you want to reach and then connecting with people that are interested in what you have to offer will ensure you are maximizing your branding efforts most effectively.

Achieve the greatest impact.

Lesson 03:

Research and Analysis

COMPETITIVE MARKET
(ASSOCIATING, COMMUNITY, CORRELATING)

THE NICHE MARKET
(DISTINGUSING, INDIVIDUALITY, UNIQUE)

Your gifts are uniquely your own. It's about alignment- not competition.

Lesson 04:

Establish Your Value

A successful brand is consistent in its communication across many applications. In order to build a clear vision you will need to be able to put into words what is at your core.

Authenticity Ensures Sustainablity, Everyday

Lesson 05:

Mission and Messaging

Understand Your Mission

Expand On Your Message

Build a Value Proposition Statement

IN CLOSING

Increase your opportunities for success by **defining values** and improving the overall understanding of what it means to be your brand.

Create brand momentum, with **intention and purpose** by activating your authentic brand identity in a way that will establish and drive your unique presence.

Believe in yourself and don't give up!
It will take time but it will be worth it!!!

What you do makes a difference and you have to decide what kind of difference you want to make.

Jane Goodall

Bonus

Invite

I hope you have enjoyed this brief look into ways that you can build a brand that you believe in. This is only a beginning look into scaling your brand vision and it can only grow from here. I am looking forward to continuing this momentum of working together in a way that will continue building the brand of your dreams.

To help guide you on you the next steps in building your brand, I would like to invite you to the expanded version of my **Sensory Brand Development** course.

Website: JBKreative.com

SENSORY BRAND DEVELOPMENT

Keywords

Detail Process of building and developing your keyword list

Mission

Building a mission you can be passionate about.

Target Audience

Exploring your own target market and demographics.

Values

Getting to the core root of your vaules and messaging.

If you are interested in participating in the beta release of this course, please let me know.

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THANK YOU

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