

Brand Camp

— WORKBOOK —

presented by



Jane Atkinson
SPEAKER LAUNCHER
CATAPULT YOUR SPEAKING BUSINESS

VIDEO  NARRATIVE
video. brand. web.

TAKE YOUR CLIENTS ON A JOURNEY IN 5 STEPS

1.

As I work with...

2.

What I consistently see is...

3.

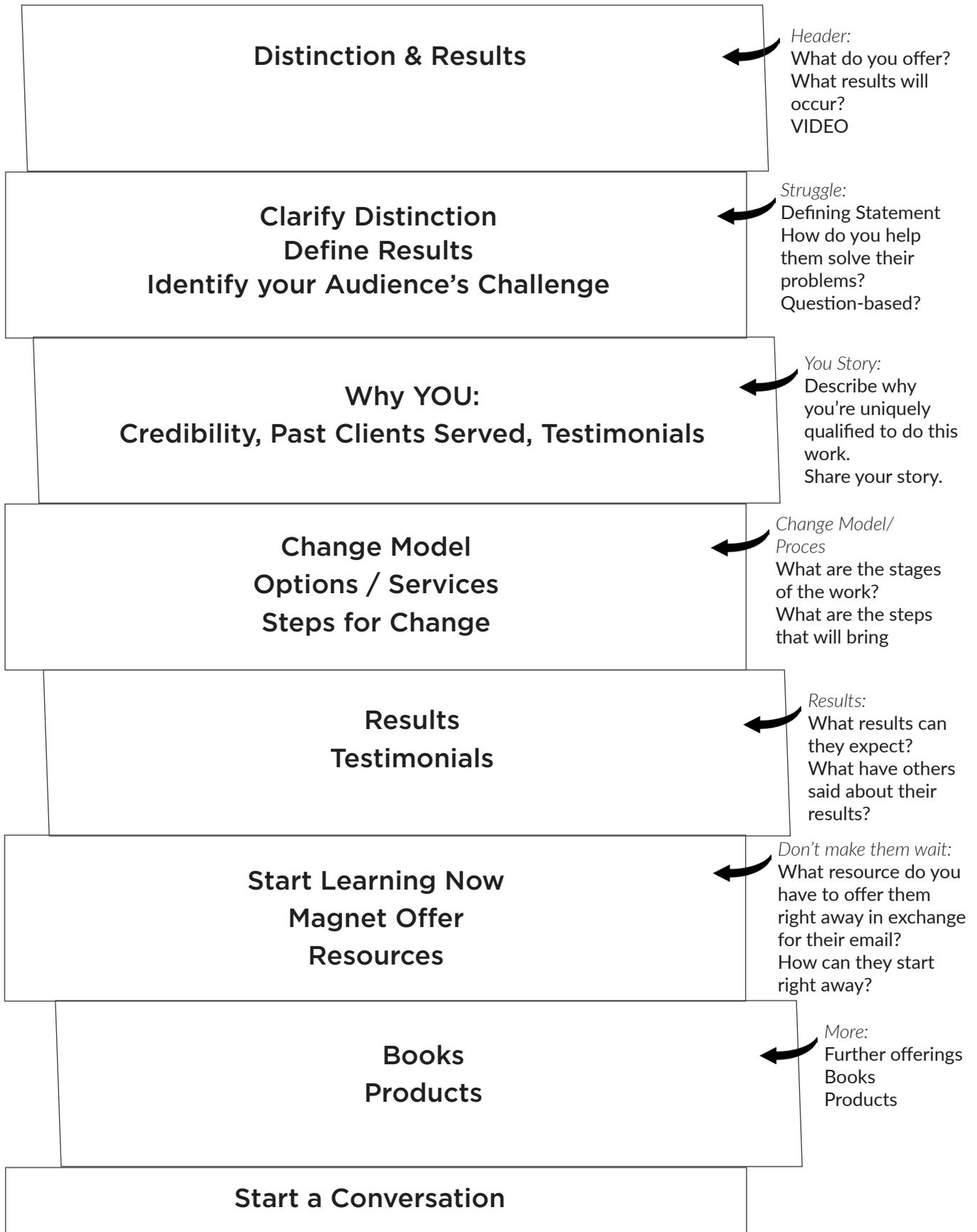
What most people don't know is...

4.

Once they...

5.

The results are astounding...



HEADER EXAMPLES

Jason O. Harris:

Keynotes, consulting, & workshops to ensure your frontline employees deliver the brand promise in every customer encounter.

Darcy Luoma:

We ensure your top talent have the team building, leadership, and communication skills to drive consistent organizational growth.

Workshops - Keynotes - Consulting

Cassandra Worthy:

Keynotes & Consulting to ensure your organizations have the MINDSET, BEHAVIOR, and TOOLS to GROW THROUGH CHANGE

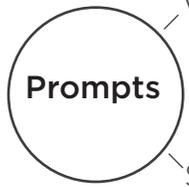
Ron Karr:

Create more value and opportunities while shortening your sales cycle.

That's the power of the **VELOCITY MINDSET**

HEADER

PROMPTS



What RESULTS do they WANT?

Where does your DISTINCTION line up with those RESULTS?

Sentence structure: Services you offer that deliver _____ results.

STRUGGLE EXAMPLES

Darcy Luoma:

Here's what we hear from
future-driven organizations like yours...

**"We know we want to
invest in our people, but
we don't have the inter-
nal capacity."**

**"Our managers aren't
being effective and are
feeling overwhelmed."**

**"Our teams need to
communicate better and
have difficult conversa-
tions."**

Whether you're investing in leadership skills to bring
your team members to a new level, or addressing
conflict that is occurring, here's the good news:
Conflict is a sign of movement.

Bruce Turkel:

SURPRISINGLY, YOUR BRAND IS NOT ABOUT YOU.

TELL ME MORE

Dropdown Box >

You make a great product. You're focused on ops and you're seeing growth.
Now, who is your company and why does it matter to your customers?

This is where most growing organizations struggle:
A lack of clear messaging that drives internal decisions and external perceptions

Justin Jones-Fosu:

Employee engagement has typically been a top-down approach.
HR Professionals, CEOs and management leaders ask...

"How do we engage, develop and retain our top talent?"

"What programs can we use or create to boost morale?"

"What needs to shift in our workplace culture?"

DEFINE THE STRUGGLE

PROMPTS

Prompts

Use specific language you've heard from past clients about their struggles.

Use questions to create engagement with your site visitor.

Define their greatest struggle. Then, let them know you can help with that.

BIO SECTION EXAMPLES

Jason O. Harris:

For over 17 years as a United States Air Force officer, mission commander, and special operations pilot, Jason has led teams where failure was not an option.

HOW?

Training was in place where every team member could fully trust each other to deliver.

[Read Jason's Story >](#)

Darcy Luoma:

With the right partner, your leaders will be equipped to develop their teams, manage difficult conversations, and lead through conflict.

What makes our approach unique?

The Thoughtfully Fit Model is based on Darcy's 20 years of coaching and research. >

Bruce Turkel:

Bruce's keynotes show you how your brand is perceived in the world today and what to do about it.

Drawing from his thirty plus years of experience, Bruce helps his audiences understand how to make their brands relevant to their customers and how to differentiate themselves from competitors.

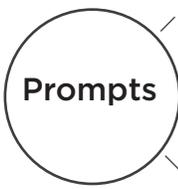
Ron Karr:

RON HAS USED
THE VELOCITY MINDSET™
TO GUIDE COMPANIES IN THE FOLLOWING WAYS...

List of results/case studies with companies

YOUR STORY

PROMPTS



Prompts

Show your credibility. (Use your BIO)

— What ways have you brought results to other clients?

— Tell your personal story: How do you relate to your audience?

CHANGE MODEL/ STEPS EXAMPLES

Speaker Flow

Our Philosophy is Simple:

Process +

Prioritization =

Predictability & Profity

This is the Equation to Mastering the Business of Speaking

Justin Jones-Fosu

The 3 Rhythm Model:

The Perspective Rhythm: Adopt An Impact-Centric View of Your Work
Description of Rhythm

The Task Rhythm: Reach Beyond the Job Description
Description of the Rhythm

The Relationship Rhythm: Be Extravagant in Your Appreciation
Description of the Rhythm

Video Narrative:

We partner with you to build your speaking platform in 3 Stages:

#1 Narrative Clarity™: We start with your brand story, your distinction, a clear business plan and a clear financial benchmark for the project.

#2 Production & Design: Next, we create the branding elements, speaker videos, and website to achieve these outcomes.

#3 Marketing Plan: Finally, we help you build a successful launch and consistent Marketing plan leading to more speaking engagements at higher fees.

CHANGE MODEL/STEPS

PROMPTS

Prompts

What services do you offer to solve their problem?

What steps will lead to their success? Your change-model.

Define the process or stages of work.

RESULTS EXAMPLES

Jason O. Harris:

A No Fail Trust™ culture creates...

Motivated, engaged, and more assertive employees

Better project ownership, collaboration, and productivity

An environment of safety, loyalty, and morale at its highest

Cassandra Worthy:

Higher employee productivity, engagement, and fulfillment:

Higher engagement through change

Faster timelines to successful change adoption:

Quicker pace to achieve the change

Greater level of success achieving lasting change

Greater success sustaining the change

Consciously strengthened resilience

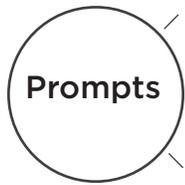
Better preparedness for the next change

Bruce Turkel:

When your customers understand who you are, what you do, and most importantly, why you matter to THEM, your brand becomes their brand.

SHOW THE RESULTS

PROMPTS



What will happen as a result of the work?

— Testimonials from other clients about your work.

How will the results bring a greater fulfillment in their life?

START NOW EXAMPLES

Jason O. Harris:

Which option will drive the best results for your organization?

For your Leaders:

Empowering No Fail Trust™
Executive Coaching
Seminars
Customized Consulting

For your People:

No Fail Ownership™
Seminars
Workshops
Webinars

Darcy Luoma:

Start Learning Now with our weekly Thoughtfully Fit tips:

PDF Image | Name & Email

Bruce Turkel:

Start Learning Now

Books | Videos | Photos | Downloads

Ron Karr:

WAYS TO START APPLYING
THE VELOCITY MINDSET™ RIGHT AWAY

Monthly Tactics for Creating
More Value While Cutting
Your Sales Cycle

Subscribe

Read Articles from
the Velocity Mindset™ Blog

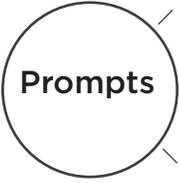
Read

Hear Ron's
Latest Podcast

Listen

START NOW

PROMPTS



Prompts

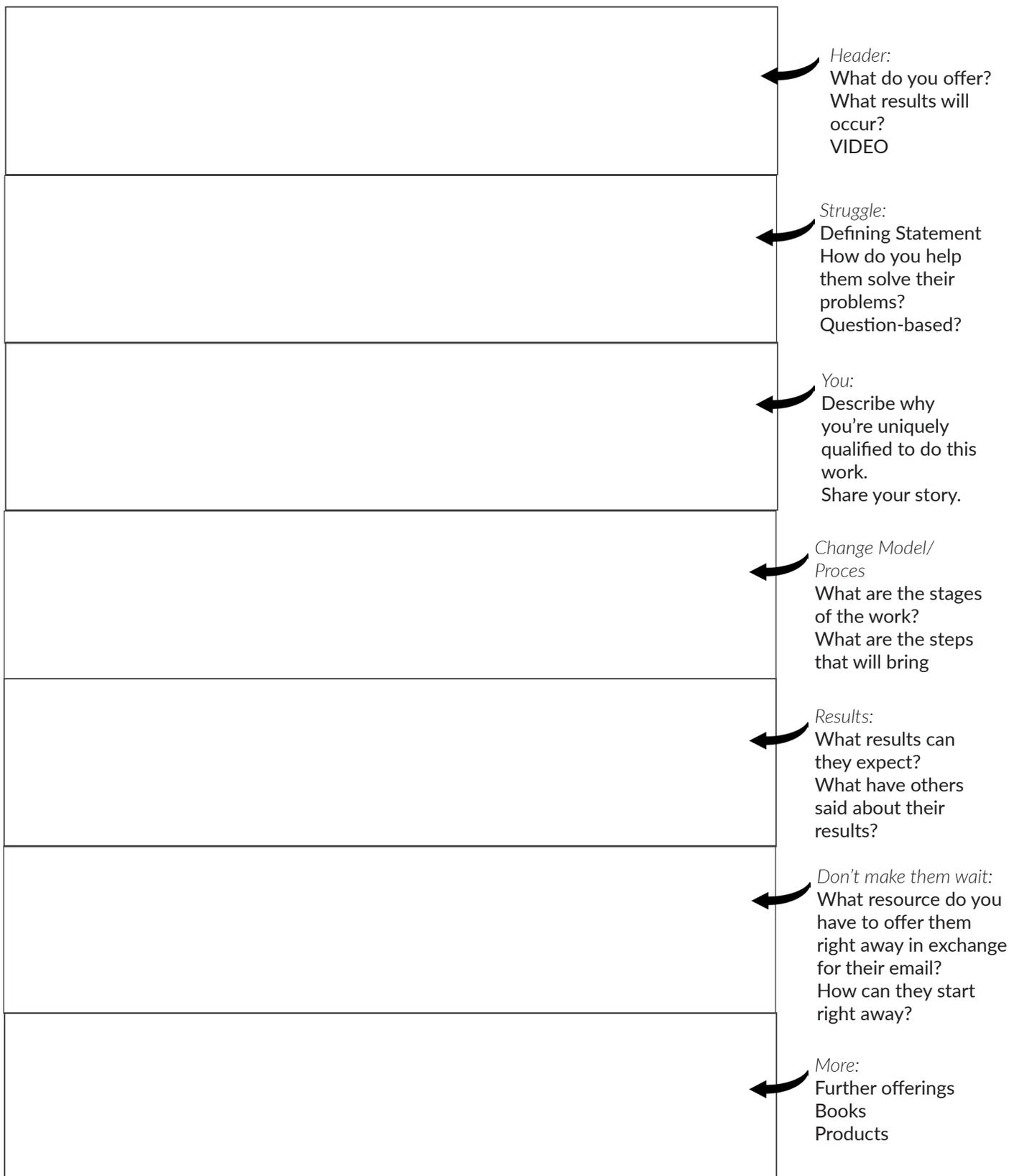
Do you have a magnet offer? Brainstorm the best resource you can give.

— What resources do you have available for them?

— Link to your book, blog, articles, video page etc.

TURN YOUR STORY INTO A WEBSITE

IN A WORLD FULL OF NOISE BE SIMPLE, ELEGANT, & EFFECTIVE.



WEBSITE DRAFT
