

Three-week intensive
online program starting
Monday, November 2, 2020

WEEK 1: Impact Framework — Create the foundation for your purpose-driven business with clarity and intention.

Five daily 1-hour group coaching calls and Q&A with Alan Wallner as he walks you through each lesson.

A step-by-step workbook that explores eight brand characteristics to Be Remarkable!

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| 1) Thrive! | 5) Relationships |
| 2) Essence | 6) Culture |
| 3) Emotion | 7) Impact |
| 4) Leadership | 8) Value |

- For each brand characteristic, we'll explore your purpose, vision, beliefs and actions to make it happen.
- Create your core brand message.
- Develop foundational drivers for all aspects of your business.

We will dive deep into each brand characteristic and create a clear vision for each. We will then create one holistic, clearly defined Brand GuideStar vision, forming the pivotal foundation for your greater impact and brand life-force.

As you go through the Brand GuideStar process, you will have ideas, thoughts, examples, insights, photos and inspiring quotes that you will want to capture in your workbooks. Each lesson builds on the one before it and is foundational to ones that follow.

By doing this deep exploration, you create your business foundation from the inside out. You develop a conscious approach and mindset for your brand that impacts every aspect of your business, enabling you to go beyond what you thought possible and to have a greater impact on the world.

WEEK 2: Customer Guidebook — Create relationships that generate revenue and move your business forward.

Five daily 1-hour group coaching calls and Q&A with Alan Wallner as he walks you through each lesson.

A step-by-step workbook exploring customer relationship opportunities

- Understand your customer at a deeper level
- Map out your customer lifecycle and journey
- Create your value proposition
- Develop your story framework to engage customers
- Develop your core messaging and elevator pitch

The Customer Guidebook breaks down and prioritizes your target audience groups. You'll go deep and build an avatar for each audience group so you know how to connect with them at a deeper level that allows you to deliver real value and differentiate your business from your competition.

You'll get clear on what drives them to purchase from you and how to tell your story in a compelling way that they want to buy from you.

You'll walk away with a powerful elevator pitch and messaging framework for how to align your core marketing message with what your target audience needs from you.

WEEK 3: Marketing Playbook — An action plan for your greater impact.

Five daily 1-hour group coaching calls and Q&A with Alan Wallner as he walks you through each lesson.

A step-by-step workbook exploring customer engagement opportunities

- Develop your marketing strategy
- Map out your marketing roadmap
- Map out a marketing campaign
- Develop your content strategy
- Map out your content plan
- Create your action plan to Be Remarkable!
- Create your content and opportunity calendar

With the Marketing Playbook we will explore your customer journey and what determines how they find you. You'll define and build your content strategy in a way that delivers value to your ideal customer attracting them to learn more and engage with you.

By building marketing workflows and roadmap, you'll know the best ways to spend your marketing budget to get the biggest impact. The biggest value is that you'll walk away with action steps and a clear path you can act on with confidence.

Bonus materials and resources

Lifetime access to the program courses