

The Brand Amplifier for Entrepreneurs

Build, elevate and amplify your brand

Take our courses on your own, with our coaching staff, and/or combine them with packages where we do everything for you. We elevate the exposure, awareness, and status of our clients and streamline efforts to gain higher returns on publicity investments, help clients plan campaigns, and maximize external marketing spends.

Building Your Brand

- Module 1** **Understanding Your Unique Market**
Prior to crafting and telling your brand story, you must have an extensive understanding of the business landscape. This series gives you a brand blueprint to help you understand your competitors and your unique selling proposition to build a high in-demand brand. Learn how to position your mission and create highly effective messages to communicate your unique value in the market.
- Module 2** **Building Your Brand Identity**
Once you have a clear understanding of your brand story, it's time to turn that into the visual representation of your brand. How do you want people to feel when they first see your brand marks, such as logos, colors, and fonts? Learn how to ensure that your brand identity mirrors your brand blueprint and create a brand guideline deck from the visual representation to the words and other identifiers that complete your brand ethos.
- Module 3** **Identifying Your Ideal Customer**
Your ideal customer is someone who gets their exact needs met by what you're offering. Narrowing the market allows you to save valuable resources to get to the likely market segments who need and want your products and/or services. This module teaches you how to get inside the head of your ideal customers and understand what motivates them in order to be effective at communications.
- Module 4** **Storytelling to Elevate Your Brand**
Storytelling is a strategy that unlocks empathy in our brains and helps your customers remember you. It builds a business case as to why you are the best person/company to solve their challenges. This module walks you through how to build a personal narrative and tailored messaging that align with your ideal customer profile.

Intro to Marketing

- Module 5** **Integrated Marketing 101**
Your potential customers are multidimensional so your marketing approaches should be too. Integrated marketing is a strategy that uses different forms of media, called channels, to tell a story or convey an idea. This module is a deep dive into the PESO marketing model which stands for "paid, earned, shared, owned," and serves as a means of segmenting all of the marketing channels at a brand's disposal into discrete groups.
- Module 6** **The Wonderful World of Digital**
Reaching customers online is what digital marketing is all about; it's the promotion of your brand to connect with potential customers using the internet and other forms of digital communication. This includes nurturing your online footprint through your website, search engine optimization and search engine marketing. It also entails proactive outreach through email marketing. Learn all of the elements of digital marketing in this module.
- Module 7** **Direct and Experiential Marketing**
Direct marketing is a form of advertising that involves directly communicating a marketing message to a potential customer, usually through mail, email, telemarketing, or door-to-door visits. Experiential marketing, also called experiential brand marketing, grassroots marketing, engagement marketing, or live marketing, is a way for brands to connect with consumers through experiences. In an ever-crowded digital landscape, how can these two forms of marketing differentiate your brand? You'll learn when and how to implement these high-touch marketing strategies and some of our favorite resources.

PR and Planning

- Module 8** **The Best in Public Relations Strategies**
Public relations (PR) is the strategy of managing how others see and feel about a person, brand, or company. This module highlights how to garner earned media placements. You will learn how to research and write media pitches, create a highly effective list, develop and distribute press releases and effective follow-up for placements.
- Module 9** **The Art of Podcasting**
Your instructor knows a few things about this topic! She has over 30K monthly viewers and has earned over 650 5-star ratings on her podcast, Your Brand Amplified®. While podcasting is one of the most valuable marketing tools around, find out if you should start your own podcast or use other methods to elevate your brand through guest podcasting and how to do it right.
- Module 10** **Creating Your Strategic Marketing and Communications Plan**
Now that you have all of the foundational tools and skills to understand the best way to market your business, what is your plan? This module shows you a step-by-step method for identifying the right strategies, tactics, objectives and metrics to jumpstart your plan and keep your brand building efforts on track.



The Brand Amplifier

for Entrepreneurs: Packages

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Do It Yourself Self-Starter

The Brand Amplifier Course: At-your-own-pace, step-by-step, 10 modules with videos and worksheets.

Module 1: Understanding Your Unique Market
Module 2: Building Your Brand Identity
Module 3: Identifying Your Ideal Customer
Module 4: Storytelling to Elevate Your Brand
Module 5: Integrated Marketing 101
Module 6: The Wonderful World of Digital
Module 7: Direct and Experiential Marketing
Module 8: The Best in Public Relations Strategies
Module 9: The Art of Podcasting
Module 10: Creating Your Strategic Marketing and Communications Plan

COST: \$1,295

Done With You Get in the Game

The Brand Amplifier Course: At-your-own-pace, step-by-step, 10 modules with videos and worksheets.

PLUS: Two Bonus Modules:

- Delivering Your Message: Speaking in interviews, to funders, and at conferences.
- You Landed a Media Interview - Now What? How to promote the interview across your marketing channels

PLUS: Brand Analysis and Custom Plan:

This thorough research analysis on your brand in 3 key areas will give you the customized feedback you need to optimize your website (and SEO traffic!), social media posting and growth, and media getting strategy. You'll get DETAILED reports with key words, hashtags, stories to focus on and more. THE SAME analysis we use with our TOP BRANDS!

PLUS: One-On-One Coaching Sessions:

Personal guidance on all things branding, marketing and communications. Cohorts start the first of every month. This is a three-month program with one-on-one sessions once a month and weekly drop-in coaching call open to all cohort members where FCM executives answer questions and talk about the latest trends.

PLUS: Top 25 Media List:

A list of 25, customized HOT media channels, catered to your workforce/education industry, including our proprietary contacts and a how-to on how to get them to say yes!

COST: \$12,950

Done For You The Complete Package

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PLUS: Brand Toolkit:

- Logo refresh and brand guidelines
- Advertising Website Landing Page for Lead Capture
- Social Media Creative Templates

PLUS: Brand Launch:

Guaranteed at Least 3 Quality Media Appearances with interview prep so you'll crush it!

COST: \$24,975