

*Session Eight*

***The Presentation Meeting***

**Website: [www.JimmyBrandmeier.com](http://www.JimmyBrandmeier.com)**

**Instagram: [be.who.you.art](https://www.instagram.com/be.who.you.art)**

**Facebook: <https://www.facebook.com/JimmyBrandmeier>**

**Twitter: [@JimmyBrandmeier](https://twitter.com/JimmyBrandmeier)**

**Email: [info@JimmyBrandmeier.com](mailto:info@JimmyBrandmeier.com)**

## **How can you help the brand?**

### **Meeting objective:**

*Show them how you can provide REAL VALUE through music.*

Establish Credibility

Create Excitement

Schedule follow-up meeting

**Elevator pitch:** Introduce yourself. Describe your vision and . . .

How you will CREATE VALUE for the brand. **Keep it short, tight and powerful.**

**Break into too tight, Powerful Power Point Program.**

**Be prepared in advance for any objections, questions or comments.**

**Be crystal clear on the idea, investment and opportunity.**

**Be crystal clear on the value you are providing.**

**Assure them you have the team that can deliver.**

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## *THE DEAL IS CLOSED!*

If the brand likes the creative idea,

If the brand believes your “impression assumptions,”

If the brand believes you can deliver,

If the brand believes that \$35.00 CPM is a good deal,

The brand will believe it’s worth \$3.2 million to buy 91,428,571 impressions.

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## **SUMMARY**

### Five steps to sponsorship

Step 1 – Research and choose brand to approach

Step 2 – Discovery meeting

Step 3- The Idea

Step 4- Impressions/CPM Analysis spread sheet

Step 5- Presentation Meeting

## **Fundamentals of Life: Session Eight:**

Find your why?

Build your TRIBE.

Work smarter not harder.

Get of out of your comfort zone.

Build a team to fill the gaps.

Choose the self-concept you will accept of yourself.

Look farther.

Most people play “make believe” I’ll make it, but don’t really believe.

What you hold in mind tends to manifest.

Live it on the inside first. Feel it. Be it.

***Be who you are—inside and out—no matter what, no matter how far.***

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To Turn Someday into Now. . .  
Schedule it! Schedule something! Schedule anything!

|          | Sunday | Monday       | Tuesday | Wednesday   | Thursday | Friday       | Saturday | Someday |
|----------|--------|--------------|---------|-------------|----------|--------------|----------|---------|
| 9:00 AM  |        | 9:30 - 11:30 |         |             |          |              |          |         |
| 10:00 AM |        | Someday      |         |             |          | 10:37 - 1:37 |          |         |
| 11:00 AM |        |              |         |             |          | Someday      |          |         |
| 12:00 PM |        |              |         | 1:15 - 4:45 |          |              |          |         |
| 1:00 PM  |        |              |         | Someday     |          |              |          |         |
| 2:00 PM  |        |              |         |             |          |              |          |         |
| 3:00 PM  |        |              |         |             |          |              |          |         |
| 4:00 PM  |        |              |         |             |          |              |          |         |
| 5:00 PM  |        |              |         |             |          |              |          |         |

Schedule it and it's real.





Notes to yourself:

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I'd love it, if you checked out my upcoming book *Be Who You Are A Song For My Daughters*. Stay tuned for release date! In the meantime, please feel free to download my original song, *Be Who You Are*, the song upon which the book is based at . . .

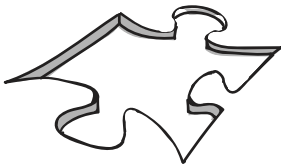
[www.JimmyBrandmeier.com](http://www.JimmyBrandmeier.com).

# Be Who You Are

A Song For My Children



A Father's Empowering Message about the Point of Life



Jimmy Brandmeier



***Be Who You Are,***  
***A Song For My Children***  
Synopsis

*I see who you are.*

*I see your perfect happiness.*

*I see why.*

*I see how.*

*I don't believe. I know! I know! I know!*

*My purpose, my intention, my prayer for this book, is to help you see what I see.*

Dead man walking: That's how many people live their lives. They've let their unrepeatable voice drowned into the soul-sucking yelp of conformity.

The symptoms are bad moods, blank stares, high stress, low cash, wounded passion, dead dreams, over eating, under achieving, lack of love, lack of drive, outer lies and inner hell.

The cure is powerfully simple: *Be Who You Are—Inside and Out—No Matter What!*

As his children made their way out of the nest and into the world, musician Jimmy Brandmeier was determined to protect their authenticity. So he did what he does; he wrote a song. But his message was bigger than a ballad could hold. Each line spun like a thread weaving into prose that became *Be Who You Are: A Song for My Children*.

In this uniquely intimate, humorous, and spiritual book, Brandmeier guides his children down the inner *and* outer roads of life with laser-beam clarity.

How do you stay *happy* no matter what *happens*?  
Imagine the life you want and live the life you've imagined?  
Create inner wealth *and* financial independence?

His answer is liberating and clear . . . *Reach the Point*.

This book will guide you around *the Big Mistake to the Point of Life*, like only a loving father can—home to who you are, inside and out, no matter what, no matter how far.

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