

Session Five Workbook

The IDEA!!

Develop a creative Brands and Bands IDEA, based on discovery meeting.

If the idea is not right, nothing else matters.

Website: www.JimmyBrandmeier.com

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REAL VALUE

What does a brand want?

Music solution for a “Specific Brand Objective” that actually works?

The 4 E’s

Engage Consumers

Emotional Connection with consumers

Extend reach of primary target

Expand reach into new markets

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RIFFING ON AN IDEA!

Blind Boys of Alabama?

Primary Partner: Google Self Driving Cars

Cross marketing Partner: Trivago

Cause Marketing Partner: St. Jude's Children's Hospital

Concept: If the Blind Boys can write, rehearse and record their songs in on the way to a gig, anybody, can use a self-driving car?

Trivago, so easy to use the blind boys can book a room while they're driving?

Engage: Challenge people to create a YouTube video of themselves writing, rehearsing and/or recording an original song for Saint Judes Hospital, in the back seat of a car. Winner does it for real in a Google self-driving car. Song is spread through partner data bases raising money and awareness for St Judes.

Emotion?

Extend?

Expand?

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THE IDEA

Your Band: _____

Name the brand that matches your band: _____

Image affiliation? Why is it a good fit? _____

Brand objective? _____

Music Solution? _____

The 4 E's*

Does idea **Engage** Consumers? _____

Emotional Connection with consumers? _____

Extend reach of primary target? _____

Expand reach into new markets? _____

Cause Marketing tie-in? _____

Cross Marketing tie-in? _____

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BE WHO YOU ARE
Life Lesson

Brian Grazer/Lou Wasserman Story: A CURIOUS MIND, The secret to a bigger life

Your ideas and energy are unrepeatable.

Ideas are assets/property.

The idea that you are unworthy and powerless to live the life *you* want to live is . . .
Utter crap!
Flush it!

The idea that you are less than anyone, ever, is pure garbage.
Toss it!

You are powerful beyond measure, but only if *you* know how powerful you are.

You are the only one of *you* who will ever exist! And you are sacred.
When you were born, your work or place was born with you.
No one can take your place but you.

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No one can take your place but you.

Session Five: Worksheets

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THE IDEA!

Your Band: _____

Name the brand that matches your band: _____

Image affiliation? Why is it a good fit? _____

Describe brand objective:

The 4 E's

Does idea **Engage** Consumers? _____

Extend reach of primary target? _____

Expand reach into new markets? _____

Emotional Connection with consumers? _____

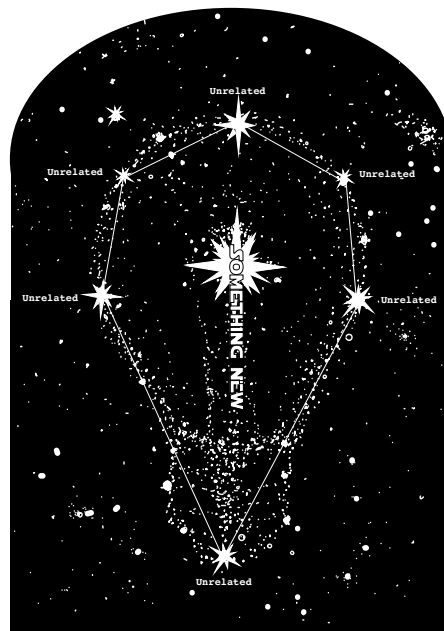
Cause Marketing tie-in? _____

Cross Marketing tie-in? _____

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Innovation comes from connecting seemingly unrelated dots to create something new.



There are constellations of opportunities waiting to be noticed. . .
Big picture ideas, hidden in clear view, pulling us like gravity to connect the dots.

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 . . .

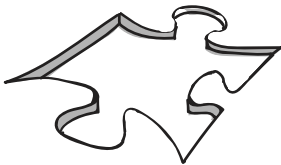
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Be Who You Are

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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