

Session Four Workbook

The Discovery Meeting

Website: 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

Why call it a *Discovery Meeting*?

Meeting objective:

Discover how you can provide REAL VALUE through music.

Establish Credibility

Schedule follow-up meeting

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Elevator Pitch: Introduce yourself. Describe your vision and . . .

How you will CREATE VALUE for the brand.

Keep it short, tight and powerful.

For example, ...

Brand objective = Music Solution. That's our mission, mantra and service.

We are music marketers who will help you engage your audience and reach your brand objectives through music. We put the music industry at your fingertips.

You are there to learn about them.

The only thing they want to know is how you can help them!

There's a big difference between establishing credibility and dropping names or filibustering about your greatness.

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LIST OF QUESTIONS?

Current and Future marketing and Promotional efforts? (short and long term)

Past marketing and Promotional efforts?

Cause marketing (Is there a charity or cause they're brand is aligned with?)

Needs?

Objectives?

LISTEN! LISTEN! LISTEN!

Before leaving the discovery meeting!

Schedule a follow up meeting to present your ideas based on brand feedback.

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BE WHO YOU ARE, Life lesson

THE LISTEN CHALLENGE!

Go 3 days without talking about yourself.

*Focus on creating value,
And you'll create wealth.*

“The only way to become wealthy and stay wealthy,” says Tony Robbins, “is to find a way to do more for others than anyone else is doing in an area that people really value.”

As Einstein says, “Try not to become a man of success, but rather a man of value.”
Focus on creating value first, and you'll make money.

Making money is a by-product of helping people (creating value), not the other way around.

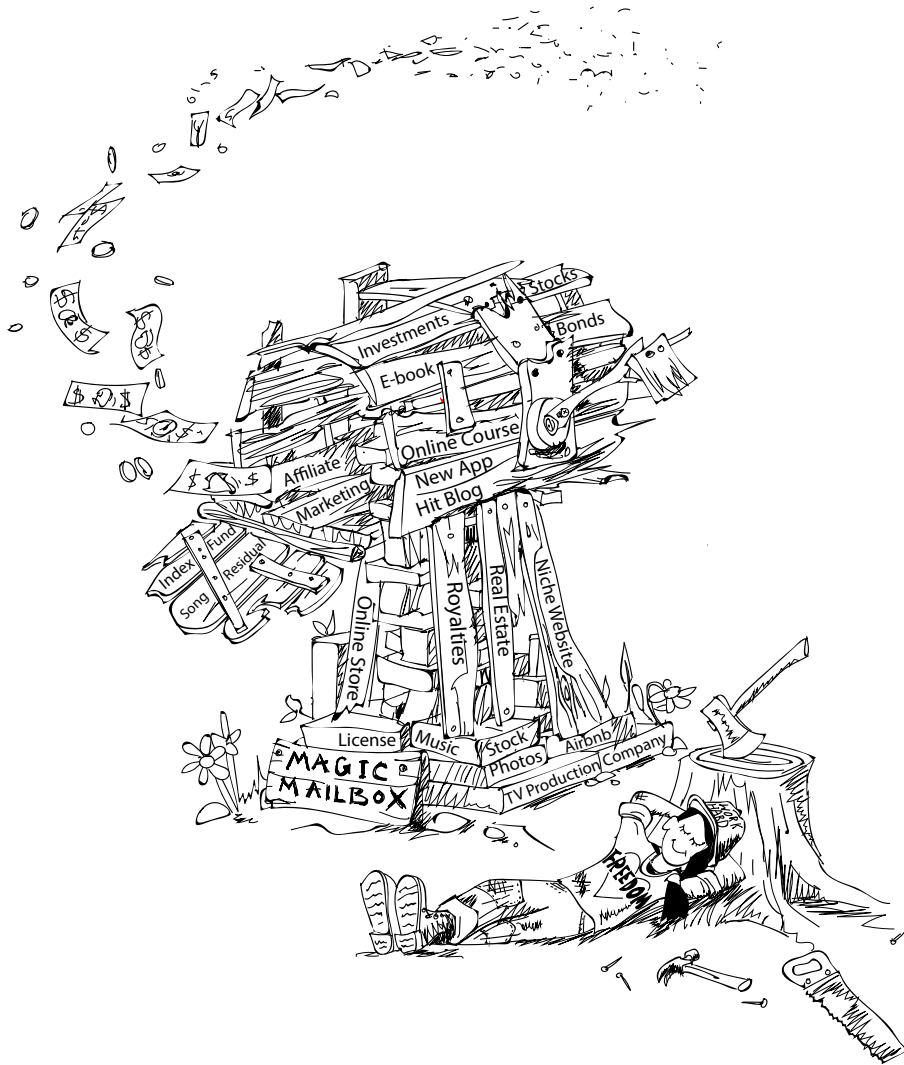
The more people you help; the more money you make. How perfect is that?

Creating wealth by helping people is built into the business plan of the universe.

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Make money while you sleep.



To build a magic money mailbox, create a vision, commit, plan it, schedule it. . .
and work, and work, and work, and work!

Session Four: Worksheets

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List point people and contact information here.

Company/Brand name: _____

Point Person: _____

Title and brief background information: _____

Potential connections to point person: _____

Contact information:

Email: _____

Website: _____

Company Main phone: _____

Direct Office Phone and extension: _____

Company/Brand address: _____

Cell/Text: _____

LinkedIn: _____

Facebook: _____

Twitter: _____

Action Items, Next Steps, Notes on correspondence: _____

Date of contact: ____ / ____ / ____

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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 . . .

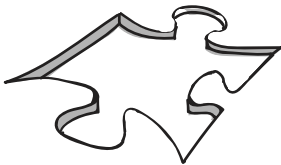
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Be Who You Are

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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