

Session One Workbook

Brand and Bands,

Who Cares?!

Website: www.JimmyBrandmeier.com

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

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Why should you care about brands?

Funding,

Tour Support
Production support
Promotional support

Marketing, (Piggyback marketing) OPD=Other people's Data

OPM=Other people's marketing and promotions
OPI=Other people's Image-Establish and reinforces your image.
OPC = Other people's credibility.

Distribution

OPD=Other Distribution,
OPCMP=Other people's cross-marketing partners
OPCMP=Other people's Cause marketing partners

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New definition of making it?

TRIBE

Rabid Fans

Build YOUR RABID TRIBE!

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Why should a brand care about music?

Brands can no longer compete on a product level only

Mass marketing is dead

Interruption marketing is dead

Engagement – permission – relationship marketing is new norm.

Music is a niche-marketing tool that can create a RABID TRIBE for the brand.

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The 4 E's

Engagement Marketing

Emotional connection

Extend reach within current demographic

Expand to new demographic

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Be Who You Are Inc.
YOUR LIFE In The Music Business.

Self-concept: *Your life cannot be any different than your self-concept.*

“If a man’s concept of himself were different, everything in his world would be different. His concept of himself being what it is, everything in his world must be as it is.”

The circumstances of your life are a reflection of who *you* think you are—of what you tell yourself you can or can’t do.

Think Different: Not only about the music biz but about yourself.

“You are free to choose the concept you will accept of yourself. Therefore, you possess the power, which enables you to alter the course of your future.”

I dare you to *design your self-concept in any area of your life.*
It’s as easy as one, two, three!

1. Choose a self-concept/vision that forces you out of your comfort zone. Live it on the inside as if it’s already true. WHAT & WHY!
2. Let go and leap through your fears.
3. Keep going until you reach a *new normal*.

Change your self-concept and you’ll change your life.

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Session One: Worksheets

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Brands and Bands
A love story

1-Brands and Bands Relationship: Explain. _____

2-What's in it for you? _____

3-What's in it for the brand? _____

4-Paradigm shift in marketing: Explain. _____

5-Brand objective equals Music Solution: Explain: Come up with your own examples.

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Session One: *Brands and Bands, A love story. Glossary of terms:*

Define and Describe:

OPD (Other People's Data): _____

TRIBES: _____

ENGAGEMENT MARKETING: _____

INTERUPTION MARKETING: _____

MASS MARKETING: _____

PERMISSION MARKETING: _____

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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 . . .

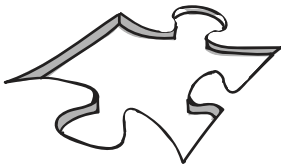
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Be Who You Are

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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