

Session Seven Workbook

Building your impressions spreadsheet

Like a financial spreadsheet, that projects future sales . . .

An impressions spreadsheet projects future impressions.

It shows the brand exactly how many eyeballs they're buying.

Website: www.JimmyBrandmeier.com

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

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Impression Spreadsheet: What are your line items? For example, . . .

SOCIAL MEDIA?

GIVE AWAYS

MERCHANDISE

WEBSITE

BLOG

PLAYLISTS

CAUSE MARKETING

CROSS MARKETING

OPD/Cross Marketing: (Other people's data) For example, Other peoples, blogs, websites, playlists, fanbase, compatible artist database, main act data base, venues database, local radio/TV/Magazine database. The possibilities are as endless as your imagination.

DOWNLOADS

CD?

DVD?

TV?

RADIO?

GIGS? (Venue size, quantity)

FREE PR

FLYERS

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Step one: List impressions categories

Impressions Category	Est. Gross Impressions	Est. CPM	Est. Sponsor Media Value\$
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Cross marketing partner

Cause marketing partner

Social Media

Etc.

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Step two: Add gross impressions

Impressions Category	Est. Gross Impressions	Est. CPM	Est. Sponsor Media Value\$
<u>Cross marketing partner</u>	100,000,000		
<u>Cause marketing partner</u>	75,000,000		
GIGS? (Venue size 200, quantity 50)	30,000		
<u>Merchandise?</u>			
<u>Etc.?</u>			

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Step three: Add CPM & Media Value

Impressions Category	Est. Gross Impressions	Est. CPM	Est. Sponsor Media Value\$
<u>Cross marketing partner</u>	100,000,000	\$5.00	\$500,000
<u>Cause marketing partner</u>	75,000,000	\$5.00	\$375,000
<u>Gigs?</u> (Venue size 200, quantity 50)	30,000	\$5.00	\$150.00
<u>Merchandise?</u>			
<u>Etc.</u>			

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How to calculate CPM?

It so easy!

Just Google Free CPM Calculator and choose!

For example, . . .

<http://www.marketingdive.com/cpm-calculator-app/>

<https://www.clickz.com/static/cpm-calculator>

Etc.

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Calculating CPM

Determine how much money you would like first and work backward from there.

For Example:

Band wants \$3.2 million from brand.

Good value to reach 1000 people or cost per thousand = \$35.00 CPM

\$3.2 million dollars at \$35.00 CPM = 91,428,571 impressions.

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WEALTH

Mindset: *A fixed attitude or state of mind; an inclination or a habit.*

Mechanics: *The details about how something works or is done.*

Wealth = 80% mindset + 20% mechanics

Combine an abundance mindset with the simple mechanics of growing money, and you'll be as wealthy as you want to be.

Your financial life cannot be any different than your financial self-concept.

Money is . . . an effect of our self-concept, not the cause.

Being broke is a financial statement.

Being poor is a frame of mind.

I've been broke but never poor.

The urge to play the piano, the passion to start a business, the call to grow at anything you love is the natural urge of life seeking its own fulfillment and expression. The reason to become wealthy is not to hoard trinkets and show off; it's to free your life force to bloom into full beauty.

Money is neutral. It follows your lead.

I want you to stand up and shout it, sit down and write it, lie down and envision it,

Just admit it!

"I want to acquire all the wealth I need to make the most of myself!"

Believe it!

"I have all the wealth I need to make the most of myself!"

Live it like it's already done. Lemme hear you now!

"I have acquired all the wealth I need to make the most of myself!"

Remember! *The most of yourself* is unlimited.

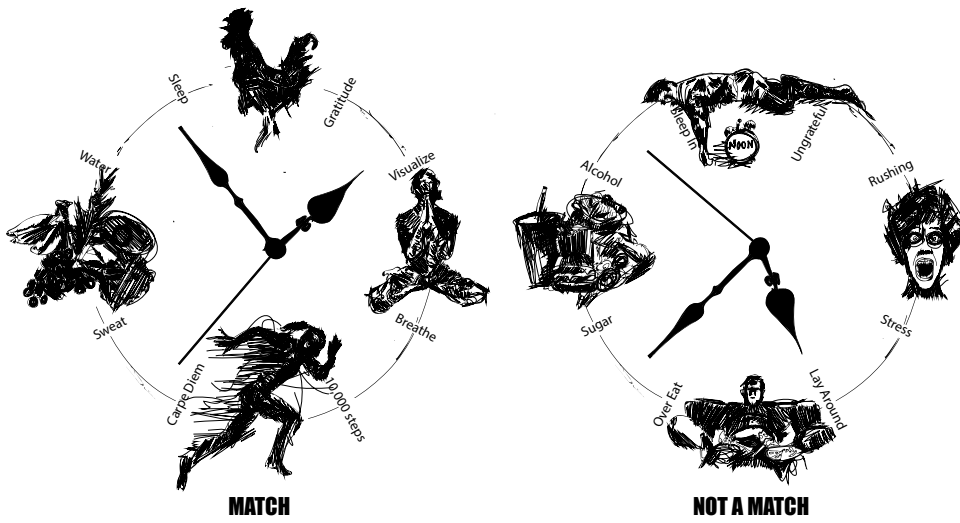
The unlimited wealth of the universe is ready to take your order.

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Your goals and dreams must match your habits and routines.

Goal: Lose Weight



Your destiny is formed in your daily routine.

Session Seven: Worksheets

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Social Media

Give aways

Merchandise

Website

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Calculating CPM

Method one:

Determine the amount of money you would like from the sponsor.

Add the number impressions your project offers.

Determine CPM.

For example:

If you'd like **\$200,000** from the campaign you must have in the range of **7,000,000** impressions, which equals a CPM (cost to reach a thousand people) **\$28.57**

Cost of campaign (your financial request): **\$200,000**

Impressions: **7,000,000**

CPM: (Cost per thousand): **\$28.57**

For example:

Cost of campaign (your financial request): **\$500,000**

Impressions: **25,000,000**

CPM: (Cost per thousand): **\$20.00**

For example:

Cost of campaign (your financial request): **\$1,000,000**

Impressions: **75,000,000**

CPM: (Cost per thousand): **\$13.33**

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 . . .

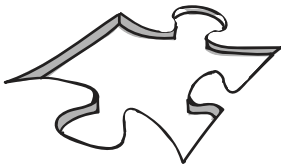
www.JimmyBrandmeier.com.

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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