

## ***Session Six Workbook***

### ***Bang For The Buck***

*How do Brands measure value in dollars and cents?*

*How to create a great impression— (advertising impression)*

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

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## **What the heck is an IMPRESSION?!**

Simply put . . .

**An Impression is any interaction with a piece of content and an audience member.**

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## Examples of Impressions

Driving by and looking at billboard on the highway

An ad that scrolls in your news feed

Reading the cover of a magazine at the grocery store

A banner at a live concert

A banner ad on YouTube

Holding or seeing a CD cover

Merchandise— (i.e. baseball hat with your logo or band name)

Twitter

Facebook

Instagram

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## **Pass Through Impressions.**

A pass through impression occurs when the initial audience member who interacted with the content “shares” it with others.

The impression “passes through” the initial audience member to someone new.

For example, . . .

One person buys a CD and shares it with two others.

One person attends a concert and shares the experience, photos etc. with others.

One person buys a video game and 3 other people use it.

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## Advertising 101

**Reach:** How many people (impressions) are you reaching?

**Frequency:** How often you're reaching them.

Here's the money question...

**CPM:** How much will it cost to reach them? CPM = cost of reaching 1000 people

**Cost per thousand (CPM)** is a marketing term used to denote the price of **1,000** advertisement impressions.

IE: If a website publisher charges \$5.00 **CPM**, that means an advertiser must pay \$5.00 for every **1,000** impressions of its ad. The "M" in **CPM** represents the Roman numeral for **1,000**.

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What's the financial ASK? How much money do you want?

Don't be afraid to ASK . . .

And ask Big....

So what's the ask.... what's the number?

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Once you have the number, you need to justify/quantify the number...

Describe in detail.... the bang for the buck.

How?

1-IMPRESSIONS SPREAD SHEET

2-CPM

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**Fundamentals of life...**

**1- Life will give us whatever we ask for and we never ask for enough!**

*The reach of our questions, determines how far we can reach.*

*The size of our questions reflects the size of our self-worth.*

*The size of our self-worth determines the breadth of our imagination, the shape of our vision, and the quality of our lives.*

**To think big, you first have to think big of yourself.**



The reach of our questions, determines how far we can reach.  
The size of our questions, reflects the size of our self-worth.  
The size of our self-worth, determines the breadth of our imagination,  
the shape of our vision, and the quality of our lives.



Life always gives us what we ask for. And we never ask for enough.

## **2- There are levels to raising money and awareness via corporate partnerships.**

Work harder not smarter

Look Farther...

*Look beyond what you think you can do.*

*Look beyond what they say you can do.*

*Look beyond the barbed fences of convention.*

*Let go of the rails, of fear and familiarity, and eyes open, heart first . . .*

*Dive in over your head!*

***Immerse yourself into every last drop of who you are.***

**To think big . . . give yourself something to think big about.**

**Small goals have no power to get you out of bed in the morning, much less stir your soul!**

**“The greater danger for most of us lies not in setting our aim too high and falling short; but in setting our aim too low, and achieving our mark.”**

Look farther.

Stretch your imagination beyond your comfort zone.

Look farther.

What do you really want? Don't be afraid to admit it to yourself and the world.

Look farther.

How much money do you expect to make? Reboot your program. Expect more.

Look farther.

What kind of job fulfillment do you expect? Expect more.

Look farther.

What kind of health and physical shape do you expect to be in? Expect more.

Look farther.

How much love do you think you deserve?

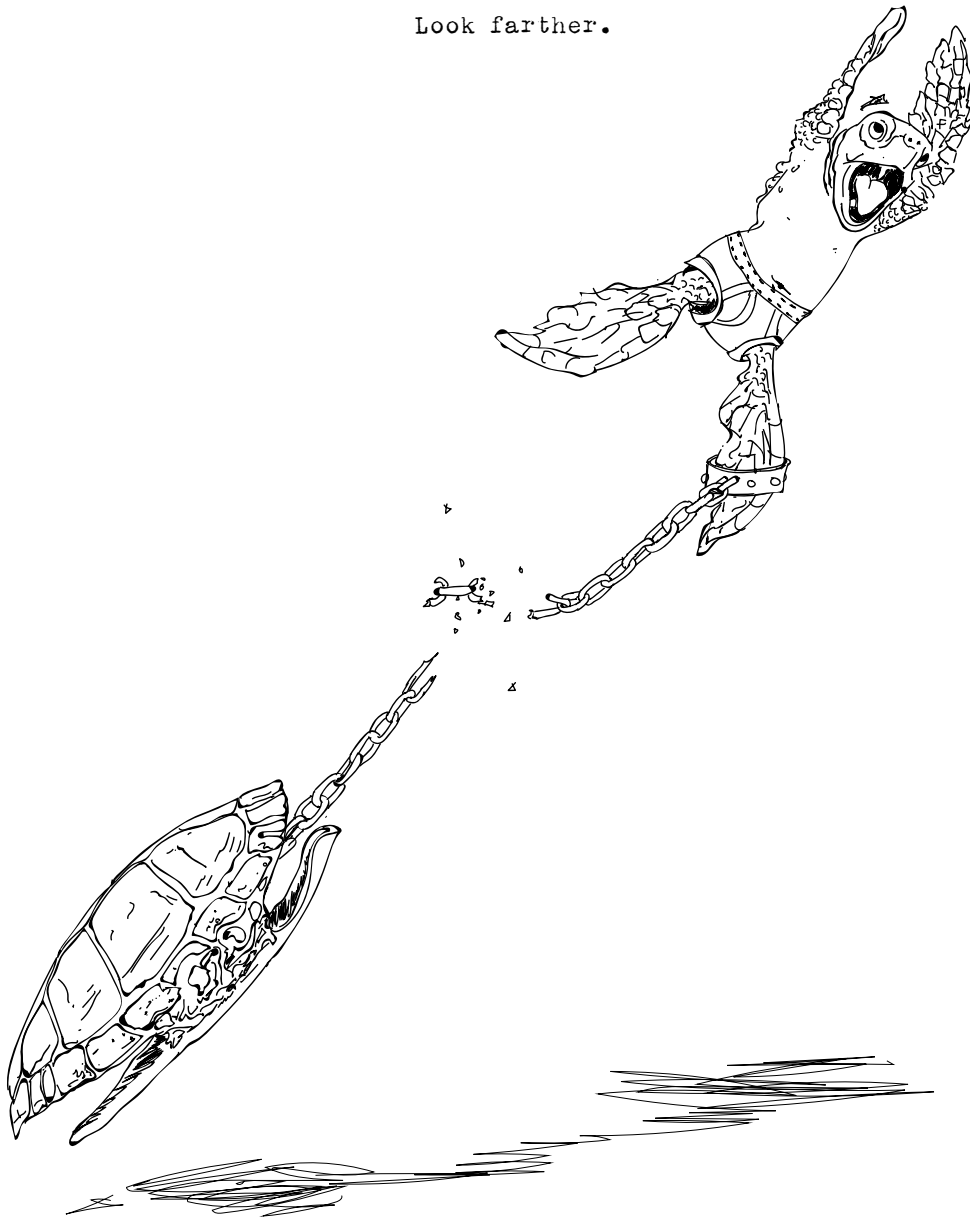
How much happiness do you expect?

Where do *you* impose boundaries on your boundless self-worth?

The size of who we are stretches far beyond the understanding of what our programmed minds believe is possible. So look farther and look in.

What you see on the inside is what will be on the outside.

Look farther.



Stretch your imagination beyond the chains of your comfort zone.

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## *Session Six: Worksheets*

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**Define the following terms.**

Reach and Frequency: \_\_\_\_\_

\_\_\_\_\_

Impression: \_\_\_\_\_

\_\_\_\_\_

Pass Through Impression: \_\_\_\_\_

\_\_\_\_\_

CPM:

\_\_\_\_\_

\_\_\_\_\_

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## PASS THROUGH IMPRESSIONS

Give as many examples of real life pass through impressions as you can think of. I.E. Facebook, Twitter, Merchandise, gigs: For example, . . .

One person buys a CD and shares it with two others.

One person attends a concert and shares the experience, photos etc. with others.

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**Pass Through Impressions Examples:**

Pass Through Impressions: \_\_\_\_\_

Pass Through Impressions: \_\_\_\_\_

Pass Through Impressions: \_\_\_\_\_

Pass Through Impressions: \_\_\_\_\_

Pass Through Impressions: \_\_\_\_\_

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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 . . .

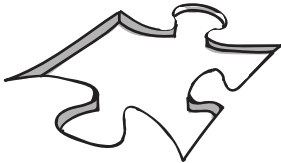
[www.JimmyBrandmeier.com](http://www.JimmyBrandmeier.com).

# 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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