

## *Session Three Workbook*

### **Five Steps to Partnership**

You are only 5 steps away from more money, marketing and distribution.

Step 1 – Research and choose brand to approach

Step 2 – Discovery meeting

Step 3- Idea that solves brand objective with music solution

Step 4- Impressions/CPM Analysis spread sheet

Step 5- Presentation Meeting

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

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## **Step One:**

### ***Research! Research? Research!***

- 1-Brand's past and present marketing efforts? (slogans, promo, campaigns, hooks)
- 2-Potential for cross marketing partners?
- 3-Potential for Cause marketing partners? (Charity Tie-in)
- 4-Current and future Brand Objectives?
- 5-Contact Person

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## Current and Future BRAND OBJECTIVE

### **Brand objective = Music solution: Case Study\***

Coca-Cola and Maroon 5

**Coke's objective:** Emotional connection with teen-agers

How do you drive teen participation through a unique experience with music?

#### **Solution:**

Coca-Cola and Maroon 5 took over a London recording studio and engaged fans around the world to create and record a track in 24 hours.

#### **Results:**

Fans gained access via 107 million twitter impressions with Maroon 5.

\*Via Frukt: <https://wearefrukt.com>

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## **Be Who You Are, Life lesson**

*Each step is a foundation—a world unto its own.*

*One building block depends on the other to support the whole.*

*Impatience leads to half steps.*

*Grasping for the outcome leads to skipping steps.*

*Dwelling on future difficulties, or past missteps, leads nowhere.*

### ***Achieve greatness in small things.***

How can *you* achieve greatness in little things, on the mountain of *your* dreams?

Opportunity abounds!

Achieve greatness in e-mailing a potential employer, creating your resume, crafting each sentence of an essay, making a follow-up phone call, finding an internship, scheduling your day.

Achieve greatness in every mundane detail, which together add up to the outcome of any endeavor, and ultimately your life.

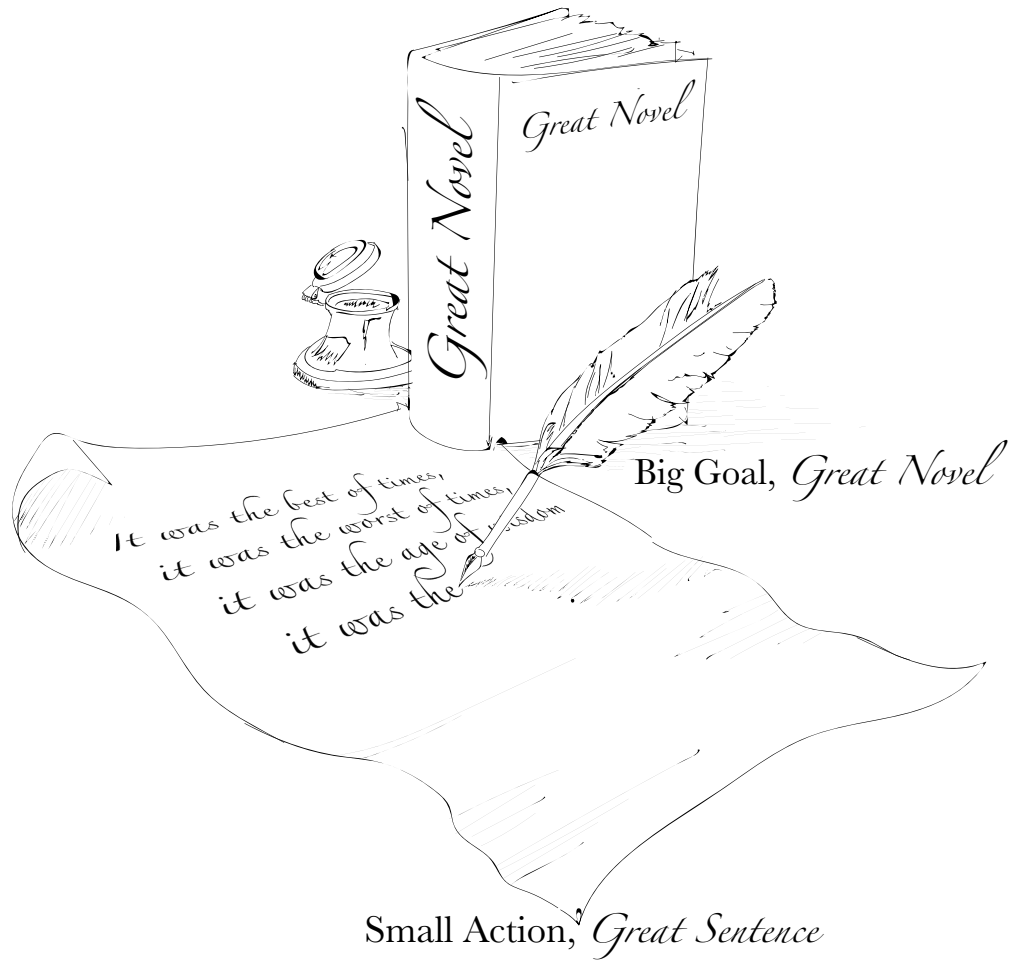
Greatness lies in every single step, not only in the final Tah-dah!

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Acheive greatness in small things.

To reach a BIG GOAL, complete a small action. . . one small action at a time.



Gargantuan goals can only be reached

One action,

One focus,

One present moment at a time, fully lived.

Big is a *someday vision* projected into the future.

Starting with the end in mind is where you must start. Knowing your outcome in advance is a guiding star, which creates the power of pull.

But really . . .

*Small is all*—because small is now.

What are you doing now?

This second?

Whatever it is, no matter what's on your plate,

Do it with greatness.

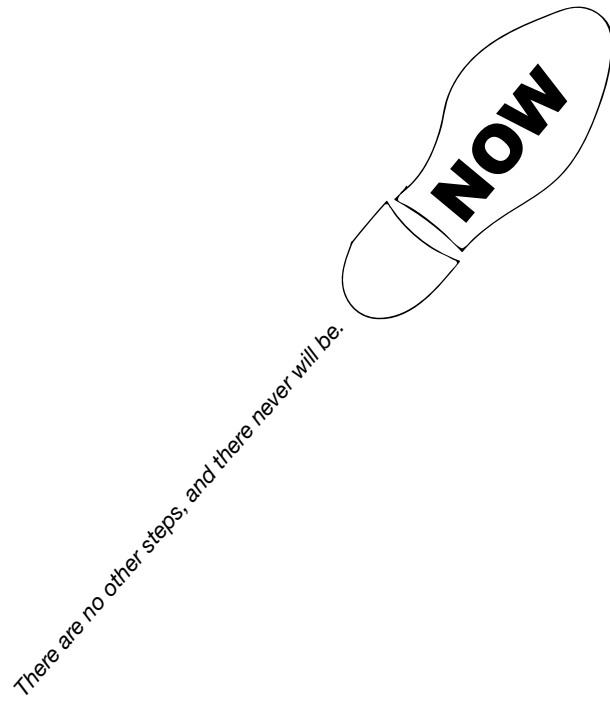
Life is now!

The future doesn't exist and never will.

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*The "journey of a thousand miles" is really only one step— the one you're taking right now.*



## *Session Three: Worksheets*

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## ***Research! Research? Research!***

List as many brands as you can, that match your brand. For example . . .

Brand: Mountain Dew

Why is the brand's image a good fit with your band? High Energy, Adventurous, Extreme, Hip, Young, Alive and living life to the max image matches our band.

Brand: \_\_\_\_\_

Why is the brand's image a good fit with your band? \_\_\_\_\_  
\_\_\_\_\_

Brand: \_\_\_\_\_

Why is the brand's image a good fit with your band? \_\_\_\_\_  
\_\_\_\_\_

Brand: \_\_\_\_\_

Why is the brand's image a good fit with your band? \_\_\_\_\_  
\_\_\_\_\_

Brand: \_\_\_\_\_

Why is the brand's image a good fit with your band? \_\_\_\_\_  
\_\_\_\_\_

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Brand: \_\_\_\_\_

Why is the brand's image a good fit with your band? \_\_\_\_\_

\_\_\_\_\_

Brand: \_\_\_\_\_

Why is the brand's image a good fit with your band? \_\_\_\_\_

\_\_\_\_\_

Brand: \_\_\_\_\_

Why is the brand's image a good fit with your band? \_\_\_\_\_

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**Current and Future BRAND OBJECTIVE**

(Best guess based on research)

Brand: \_\_\_\_\_

Brand Objective: \_\_\_\_\_

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Brand: \_\_\_\_\_

Brand Objective: \_\_\_\_\_

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Brand: \_\_\_\_\_

Brand Objective: \_\_\_\_\_

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Brand: \_\_\_\_\_

Brand Objective: \_\_\_\_\_

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Brand: \_\_\_\_\_

Brand Objective: \_\_\_\_\_

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Brand Objective: \_\_\_\_\_

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Brand: \_\_\_\_\_

Brand Objective: \_\_\_\_\_

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Brand: \_\_\_\_\_

Brand Objective: \_\_\_\_\_

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**Brand past and current marketing/promotional campaigns: Describe.**

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**Current or Potential Cause Marketing Partners? (Charity Tie-in)**

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## Potential Cross Marketing Partners

Brand: \_\_\_\_\_

Cross-marketing partner: \_\_\_\_\_

Why is it a good fit? \_\_\_\_\_

Brand: \_\_\_\_\_

Cross-marketing partner: \_\_\_\_\_

Why is it a good fit? \_\_\_\_\_

Brand: \_\_\_\_\_

Cross-marketing partner: \_\_\_\_\_

Why is it a good fit? \_\_\_\_\_

Brand: \_\_\_\_\_

Cross-marketing partner: \_\_\_\_\_

Why is it a good fit? \_\_\_\_\_

Brand: \_\_\_\_\_

Cross-marketing partner: \_\_\_\_\_

Why is it a good fit? \_\_\_\_\_

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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 . . .

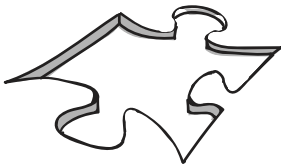
[www.JimmyBrandmeier.com](http://www.JimmyBrandmeier.com).

# 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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