

Session Two Workbook

How to find a Corporate Partner that's perfect for YOU!

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

CHOOSING A BRAND

Identify a corporate brand that fits *your brand!*

Compatible audience?

Image?

What do you both have in common?

Do you both like long walks, good conversation, sunsets and the same music...

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You can't find the perfect match for your brand, if you don't know what your brand is!

As they say in the dating world . . .

I've got to know who I am before I know who we are . . .

So the first question is . . .

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WHAT'S YOUR BRAND?

YOUR WHY?

Your story,

Your message,

Your mission,

Your values,

Your vibe,

Your culture,

Your beliefs,

Your Music,

Your brand isn't some corporate, contrived, marketing tool . . .

Your brand represents *WHO YOU ARE*,

Your brand is YOU—inside and out.

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WHAT'S YOUR WHY?

People don't buy what you do, they buy why you do it! Sinek

Other Computers:

- 1- We make great computers*
- 2- They're beautifully designed, user friendly, easy to use*
- 3- Wanna buy one?*

Apple Computers:

- 1- We believe in challenging the status quo in everything we do. We believe in thinking differently.*
- 2- We challenge the status quo by making great computers. They're beautifully designed, user friendly and easy to use. We just happen to make great computers*
- 3- Wanna buy one?**

*From Simon Sinek Ted Talk: https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

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You don't build a TRIBE with *what*—you build a tribe with *why*.

Why is your why important to your audience?

Why is your why important to your brand partner?

Your “why’s should be compatible.

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YOU INC! Brand personality

If your brand were a car?

An actor? (Jennifer Lawrence, Meryl Streep, Kevin Hart, Benedict Cumberbatch, The ROCK, Will Ferrel?)

A color?

Purple communicates—royalty, mystery, spirituality

Red communicates—Passion, power, desire

Yellow communicates—happiness, creativity and light

Orange communicates—vitality, potency, energy

Green communicates—growth, nature, youth, rebirth

Emotion? Music is what emotion sounds like.

What makes you different? What's your superpower?

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YOU! Opening for what major artist?

Bruno Mars, Chris Stapleton, Ed Sheeran, Imagine Dragons, Florida Georgia Line, Kenny Chesney, Harry Styles, Lady Ga Ga?

Major artist image? Your image?

Major artist's audience? Your audience?

Major artist brand partners? Your brand partners

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We have...

Defined your why? Message, story, values culture

Image

Audience

Unique selling proposition

Next Step... Name that brand!

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Capture List of Potential Brand Partnerships

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

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: _____

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Be Who You Are Life Lesson: **Find your why?**

What's *your* why?

Pause for a second and really think about it.

What's your *why* for music, career path, for getting up in the morning?

Weak reasons

Fame? Money?

Sense of lack?

Completion? Acceptance? Validation?

Powerful Reasons

Self-Expression?

Did you choose music or did music choose you?

Fulfillment?

Sense of joy?

Time disappears?

Fame or no fame, money or no money, will you still make music?

Whenever you feel the haze of resistance creeping into any area of your life,
Reach for the lifeline.

Find your why.

There's no wind with no why. There's no power with no why? There's no joy with a
dysfunctional why.

If there's really no why,
There's really no what.

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Fame is a drug.



People who need to be famous for the sake of being famous, are drug addicts.

Session Two: Worksheets

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Define your Personal Brand

Jump-start your thinking about who you are, what you want and why you want it.

What do you really love to do?

Crush your fear: What would you do if you weren't afraid?

Forget about money: If money were no object, how would you spend your time?

Use your imagination: What would you do if you knew you couldn't fail?

What do you have to do, no matter what—even if you knew you could “fail”?

What is your superpower? What do you do better than anyone else?

When you ask, “What do I want to do with my life?” look to the source of your yearning and add . . . “What does life want to do with me?”

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What's your story?

Stories are the best way to make an emotional impact.

Stories have the power to connect, teach, inspire, and influence.

Who do you admire?

It was their story that pulled you into their sphere of influence.

Why will people care about your story?

No matter what it is— I guarantee one thing.

If you tell your story authentically, openly and honestly . . .

Including your message, beliefs, values, dreams, struggles, successes . . .

People will care.

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Define your BAND BRAND

For what major artist(s) would you or your band be a perfect opening act?

Describe image of the major artist named above.

Is your image similar to the major artist described above? Explain. _____

Describe the major artist's audience? Is your audience similar? _____

If your brand were a car what would it be and why? _____

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What color is your brand? (Every color sends an emotional message) Why would you use this color to represent your brand? _____

What famous song, (genre, lyric, style, substance, image) matches your brand?

What would a *song hook* be that describes your brand? Why? For example, *Born to be wild, Humble, 24K Magic, Mask Off*

Describe your fan—one person who loves what your music and message. (lifestyle, age, interests, job, hobbies, needs, wants)

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Describe your Brand Personality. (Look, sound, behavior, turn ons, turn offs)

If your brand was an actor who would it be? Why?

How do people describe your music?

What adjectives do people consistently use to describe you and/or your band?

Who are you not, as a band/artist?

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

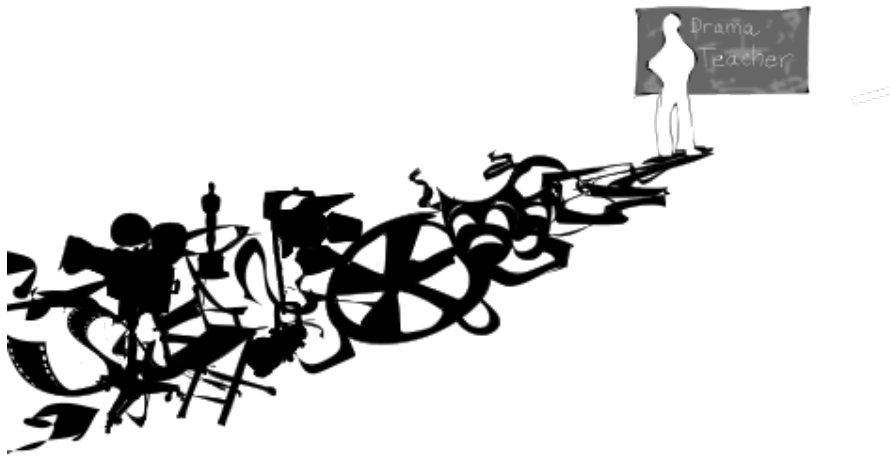
Brand: _____

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

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Many people spend their entire lives next to their dreams instead of in them.



Don't settle for shadows- go the distance and live the dream.

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 . . .

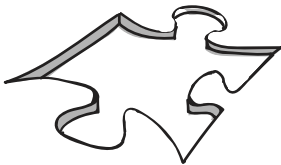
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Be Who You Are

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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