

The Brand Map

4 ELEMENTS TO A MASTER BRAND

Build a Brand that Gets Seen, Gets Heard, and Gets Paid.

1

ARCHETYPE

Archetypes are energy patterns that are universal guides to how we are relating to our personal power – in this case, specifically in relationship to our business.

There are 12 main Archetypes in 4 Quadrants

PRINCIPAL	TRUSTEE	UPHOLDER	PROMOTER
RULER	SAGE	HEALER	MAVERICK
ALCHEMIST	HERO	ADVOCATE	EXPLORER
PROVOCATEUR	CREATOR	MUSE	LOVER

2

AUDIENCE

A customer who wants your product or services. A customer who has the ability to pay for your product or services. A customer who has the authority to purchase your product or services.

What are their pain and pleasure points?

What do they want most in life?

What are their Triggers?

“Action Activates the Dream.”

– Jen Kem

3

AESTHETICS

I'm going to be very bold here: your business has no business getting a logo, web site, etc until you learn what your Archetype and Audience is.

Know Thy Archetype.

Know Thy Audience.

then Design Thy Aesthetics.

4

ACTIVATION

Unless you actually do something with the Archetype, Audience or Aesthetics – then your gift stays hidden to the people who really wish they knew about it.

7 Critical Things to Activate your Master Brand

1. GOOD COPY

Copy is what Captures People.

2. SIMPLE, EXCELLENT PRODUCT PORTFOLIO

For the sake of Simple, Gorgeous Excellence, when you create the new beautiful thing you plan on building, sell out the old one

3. CUSTOMER RELATIONSHIP MANAGEMENT

The systematic process you use to nurture and feed your Audience, gather their wants and desires and deliver to them a brand experience that they fall in love with. Take it seriously.

4. MARKET & LAUNCH, MARKET & LAUNCH, MARKET & LAUNCH.

Launching is both art and science. One of the greatest things you can do to build your brand is to learn how to launch. And to be fearless about it.

5. COMMUNITY BUILDING IS A MARKETING MUST

If you can find these people, bring them together, link massive value to being a part of the tribe, then you've now created raving fans who become your Audience. Your Audience resonates with your Archetype, so you can totally be who you are.

6. CREATE A CULTURE THAT ACQUIRES AND RETAINS

Acquisition = Getting Customers. Retention = Keeping Customers

7. MUST-HAVE RESOURCES

The information and experts that help you make it happen, because you can't do it alone.



JENNIFER KEM

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