

# The Brand Map

## 4 ELEMENTS TO A MASTER BRAND

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

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### 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

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### 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

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### 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.*

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### 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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