

BRAND STRATEGIES LAB SYLLABUS

WEEK 1: WHO ARE YOU & WHO DO YOU WANT TO WORK WITH?

VIDEOS ON CHANNEL

- Ideal Client
- Ideal Leader

ASSIGNMENTS

- Ideal Client Exercise
- Ideal Leader Exercise
- Book Club

REQUIRED READING

- What Got You Here
Won't Get You There:
How Successful People
Become Even More
Successful
<https://fave.co/3fKbrrR>

ZOOM CALL

- Introduction

WEEK 2: BUILDING A STORYBRAND

VIDEOS ON CHANNEL

- Building Your
Storybrand
- Reaching &
Retaining Customers

ASSIGNMENTS

- BrandScript
- Book Club

REQUIRED READING

- Building a Story
Brand: Clarify
Your Message So
Customers Will
Listen
<https://fave.co/2XbjmWG>

ZOOM CALL

- Assignment
Review

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WEEK 3: REFINING YOUR MESSAGE IN EMAIL & ON SOCIAL MEDIA

VIDEOS ON CHANNEL

- The Power of Email
- Story Telling on Social Media

ASSIGNMENTS

- StoryBrand MadLib
- Discovering Core Values
- 7 Levels Deep Exercise
- Email List Building Strategies

REQUIRED READING

- Start With Why: How Great Leaders Inspire Everyone to Take Action
<https://fave.co/3csgN93>

ZOOM CALL

- Assignment Review

WEEK 4: PLANNING FOR THE FUTURE

VIDEOS ON CHANNEL

- Creating the Habits of a New You
- Putting Ideas into Action

ASSIGNMENTS

- Wrap Up Tool
- The Next 12 Months
- Habit Determinants
- Book Club

REQUIRED READING

- Grit: The Power of Passion and Perseverance
<https://fave.co/2WJ5nbw>

ZOOM CALL

- Assignment Review

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WEEK 5: CELEBRATING YOU!

ZOOM CALL

- Graduation Ceremony and Inauguration into Graduates Group