

<p>Discovery</p> <p>STAGE</p> <p>1</p>	<p>Purpose: To check, refine or redevelop your current business positioning or personal brand.</p> <p>Process: We will use self-reporting exercises, validated psychometric tests, market research and competitive analysis tools to gather specific information which will be distilled into a Personal Brand Statement Request Sample that authentically reflects your values, talent and passions.</p> <p>Duration: Five weeks. One week after the above information has been submitted for debriefing, four weekly (45 minute) coaching sessions will be conducted.</p> <p>⇒ Deliverables: ▪ A full set of Personal Branding Assessment Tools (Includes MBTI, DISC, and more) ▪ A Market Research Survey Tool ▪ A Competitive Analysis Tool ▪ A Personal Brand Summary ▪ A Personal Brand Statement</p>
<p>Positioning</p> <p>STAGE</p> <p>2</p>	<p>Purpose: To position your brand to attract the people you most want to work with and to let them know why YOU are the best person for them to choose to serve their needs.</p> <p>Process: Collaborative work in coaching sessions is backed up with e-mailed session notes.</p> <p>Duration: Four weeks. Four weekly (45 minute) coaching sessions will be conducted.</p> <p>⇒ Deliverables: ▪ A Personal Brand Positioning Report Request Sample which includes: ▪ A Defined USP Request Sample ▪ A Credentialing Statement Request Sample ▪ A Detailed Target Market Profile(s) Request Sample (Additional profiles for secondary markets are available at an additional fee)</p>
<p>Strategy</p> <p>STAGE</p> <p>3</p>	<p>Purpose: To develop a clear business plan and a branded marketing strategy to support it.</p> <p>Process: Collaborative work in weekly coaching sessions is backed up with e-mailed session notes.</p> <p>Duration: Four weeks. Four weekly (45 minute) coaching sessions will be conducted.</p> <p>⇒ Deliverables: ▪ A Branded Business Plan ▪ Branded Product & Program Concepts ▪ A Branded Marketing Strategy ▪ Key Benefit Statements ▪ Targeted Marketing Messages ▪ Sound Bytes ▪ A Slogan or Tagline ▪ An Engaging “Elevator Speech” Request Samples</p>
<p>Projects</p> <p>STAGE</p> <p>4</p>	<p>Purpose: To identify and develop the elements that make up your tangible brand expression.</p> <p>Process: Collaborative work in weekly coaching sessions is backed up with e-mailed session notes.</p> <p>Duration: Four weeks, (or longer, depending on your specific needs). The first four weekly (45 minute) coaching sessions will be devoted to developing your Personal Brand Style Guide. You may opt to continue in Stage 4 for as long as you need to develop your branded website, brochure, logo, etc.</p> <p>⇒ Deliverables: ▪ A Personal Brand Style Guide ▪ A Branded Website* ▪ A Brochure* ▪ Sell Sheets* ▪ A Logo or Wordmark* ▪ Collateral Material* ▪ Publicity, Sales and Marketing Campaigns* and more. (*Website coding, hosting, design, print and production costs are extra and are individually quoted on a per-project basis.) Request Portfolio</p>

Small groups provide peer support and objective feedback, plus a high level of personal support from your coach. Participants are teamed with like-minded individuals. You can also form your own group!

Cost per Stage: \$300 per person in a Quad (4-people), \$400 per person in a Triad (3-people), \$600 per person in a Dyad (2-people). Your 4 month commitment is backed by our satisfaction guarantee.
(All prices are in US dollars)

E-mail clientservice@miboso.com to request samples/portfolio or call 1-877-430-8754 / 1-905-793-8366 for assistance.
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