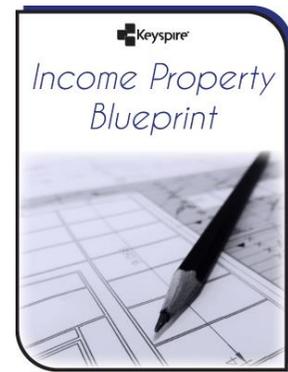


Module 1 – Lesson 6

The Magnet Method - Your Brand



Week 6



Part of the Magnet Method is letting people know you are there. You need to put out your “Open for Business” sign and tell people you are an investor who is ready to take action.

Your brand won't be completed in one week but focus this week on getting started. Go back to your [Lesson 1 Goal Setting Worksheet](#) and be sure to add these tasks in.

1. Create your business name

Finding the right name for your investing business can have a significant impact on your success. Here are some helpful suggestions to keep in mind when coming up with a business name:

- Avoid hard-to-spell names
- Don't pick a name that could be limiting to your business
- Conduct a thorough internet search
- Get the .com domain name
- Use a name that conveys some meaning
- Get feedback on the name

Check out this example of how Keyspire came up with the name “Income Property Blueprint” for this course:

Color Code

Red – Name already used by a similar Company/Product

Black – At first glance, these appear to be safe

Orange – Name of Book/Program/Business not directly related to our industry

I did a Google search for each name on the list. Based on that, I suggest ruling out the red and being cautious with the orange names. Also, the top hits on Google for “Success Path” also include the word “scam”.

Name Ideas:

~~1. Success Path~~

2. The Income Property Formula

3. Income Property Blueprint

4. Pathway to Profit

5. Road to Results

6. Path to Results

7. Pathway to Results

8. Property Profits Plan

9. The Income Property Plan

10. Income Property Fundamentals

11. Strategies for Income Property Investing

12. The Income Property Method

13. Success Blueprint

14. Investing with Intent

15. Results by Design

16. Success by Design

17. Property Investing Fundamentals

18. Foundations for Success

19. Strategies for Success

20. Navigating Property Investing

As you can see, the Keyspire Team considered a number of names and did thorough internet searches. The final course name was discussed extensively and everyone on the team had the opportunity to provide feedback.

List 3 potential business names:

1. _____
2. _____
3. _____

Share your options

Ask your community for feedback by asking people to vote on the three options.



Which option is the winner? _____

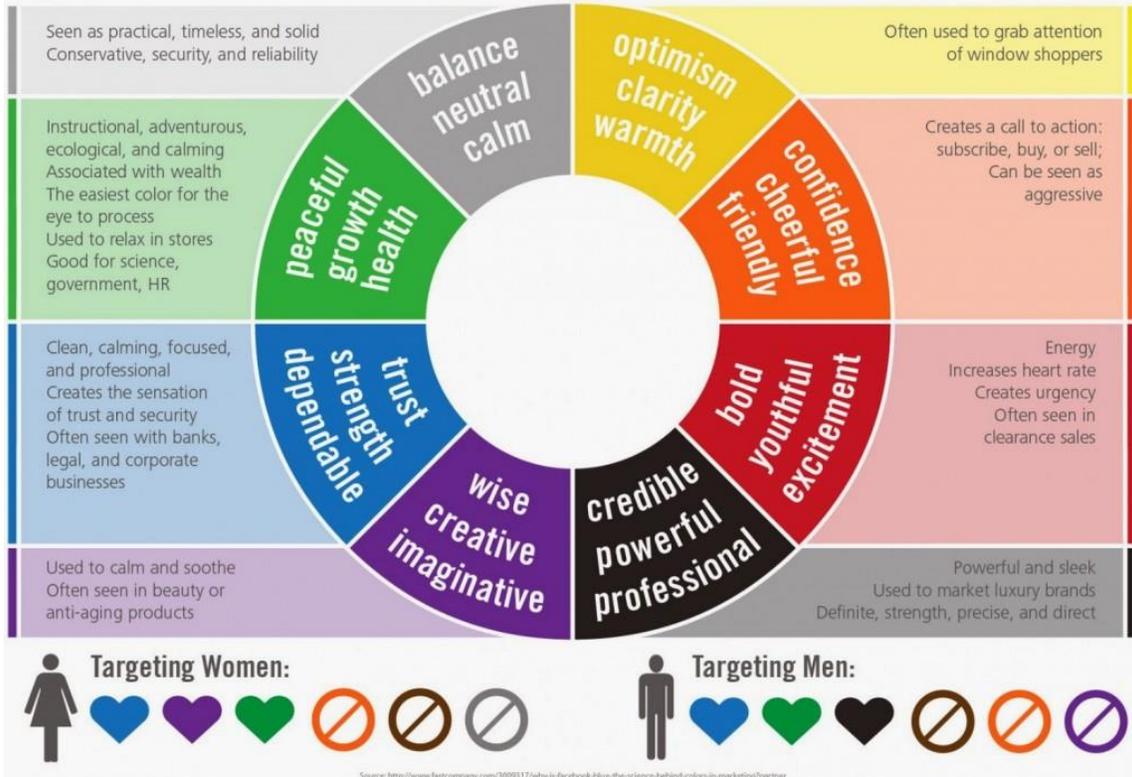
For many of us, our community is the IP Labs Facebook Group. Not a member of Income Property Labs? [Click here](#) to claim your 30-Day Free Trial!

2. Choose your branding colours and logo

Consider what your business colours will be. Generally, businesses focus on 2 to 3 colours to make up the core of their branding. There is a lot of information online about the psychology of colour choice in marketing. Certain colours are associated with different values or emotions, here are some examples.

RED	PINK	PURPLE	NAVY	GREEN	BLUE	ORANGE
MEANS: passionate active EXCITING bold energy youthful physical PIONEERING leader willpower confidence ambition POWER	MEANS: love calm respect WARMTH longterm feminine intuitive care assertive sensitive NURTURE possibilities UNCONDITIONAL	MEANS: DEEP creativity unconventional original stimulation individual WEALTHmodesty compassion DISTINGUISHED respectable fantasy	MEANS: trust order LOYALTY sincere authority communication confidence PEACE integrity control responsible success CALM masculine	MEANS: BALANCE growth restore sanctuary EQUILIBRIUM positivityNATURE generous clarity prosperity good judgement safetystable	MEANS: spirit perspective CONTENT control rescue determination self-sufficient modern goals awarePURPOSE OPEN ambition	MEANS: INSTINCT WARMTH gut reaction optimistic spontaneity extrovert socialNEW IDEAS FREEDOM impulse motivation
BRANDS: Kellogg's Virgin LEGO Coca-Cola Nintendo Red Bull Pinterest	BRANDS: BBC three Barbie COSMOPOLITAN VICTORIA'S SECRET	BRANDS: Cadbury YAHOO! Hallmark Milka Zoopla.co.uk Your advantage is property	BRANDS: Facebook Google Reebok British Gas Twitter GAP	BRANDS: bp Holiday Inn tic tac LACOSTE Starbucks	BRANDS: Intel Blu-ray Disc skype Twitter WordPress	BRANDS: Fanta orange MasterCard bitly Blogger

What colors should you use in marketing?



What are your business's core values?

Consider 2 or 3 colours for your business brand that align with the core values.

1. _____

2. _____

3. _____

Share your options



Ask your community for feedback by posting your business's core values and the colours you selected for your brand. Don't forget to claim your free trial of [Income Property Labs](#).

3. Create an email signature and voicemail message

Consistency is key! As you're communicating with your network, ensure your branding is visible and consistent when someone contacts you by email or phone.

Create email signature

Your name: _____

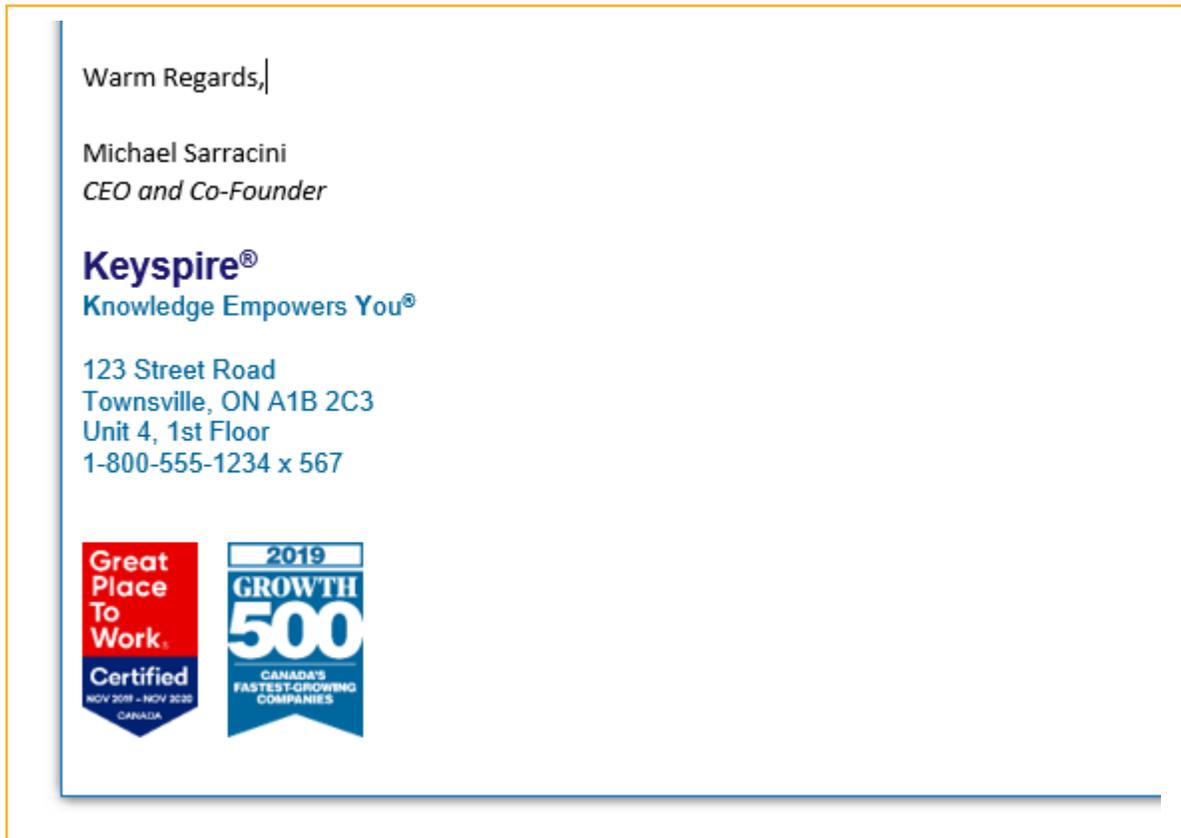
Your title: _____

Business name: _____

Contact information: _____

Logo: _____

Example of email signature:



Create voicemail message

Here's an example of a voicemail message:

"Hello, you've reached Michael Sarracini of Keyspire. I'm sorry that I'm not available to answer your call at the present time. Please leave your name, number, and a brief message and I will contact you as soon as possible. Thank you."

4. Create business cards

Even in today's digital age, business cards are still a solid, classic and effective way to establish and build brand recognition. They also give an image of professionalism and organization. You don't need a background in graphic design to create your business cards. There are many online resources that offer various templates to make business cards a breeze. Check out Staples and Vista Print to get started.

Here's an example of Michael Sarracini's Keyspire business card:



- Create your business card**
Insert a screenshot of your business card

- Share your business card creation!**
 Share your business card with your community! Ask for feedback and start letting people know about your brand!
Don't forget to claim your free trial of [Income Property Labs](#).