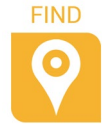
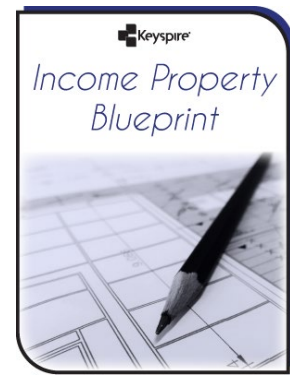


Module 1 – Lesson 6

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 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 | 9. The Income Property Plan | 15. Results by Design |
| 2. The Income Property Formula | 10. Income Property Fundamentals | 16. Success by Design |
| 3. Income Property Blueprint | 11. Strategies for Income Property Investing | 17. Property Investing Fundamentals |
| 4. Pathway to Profit | 12. The Income Property Method | 18. Foundations for Success |
| 5. Road to Results | 13. Success Blueprint | 19. Strategies for Success |
| 6. Path to Results | 14. Investing with Intent | 20. Navigating Property Investing |
| 7. Pathway to Results | | |
| 8. Property Profits Plan | | |

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.



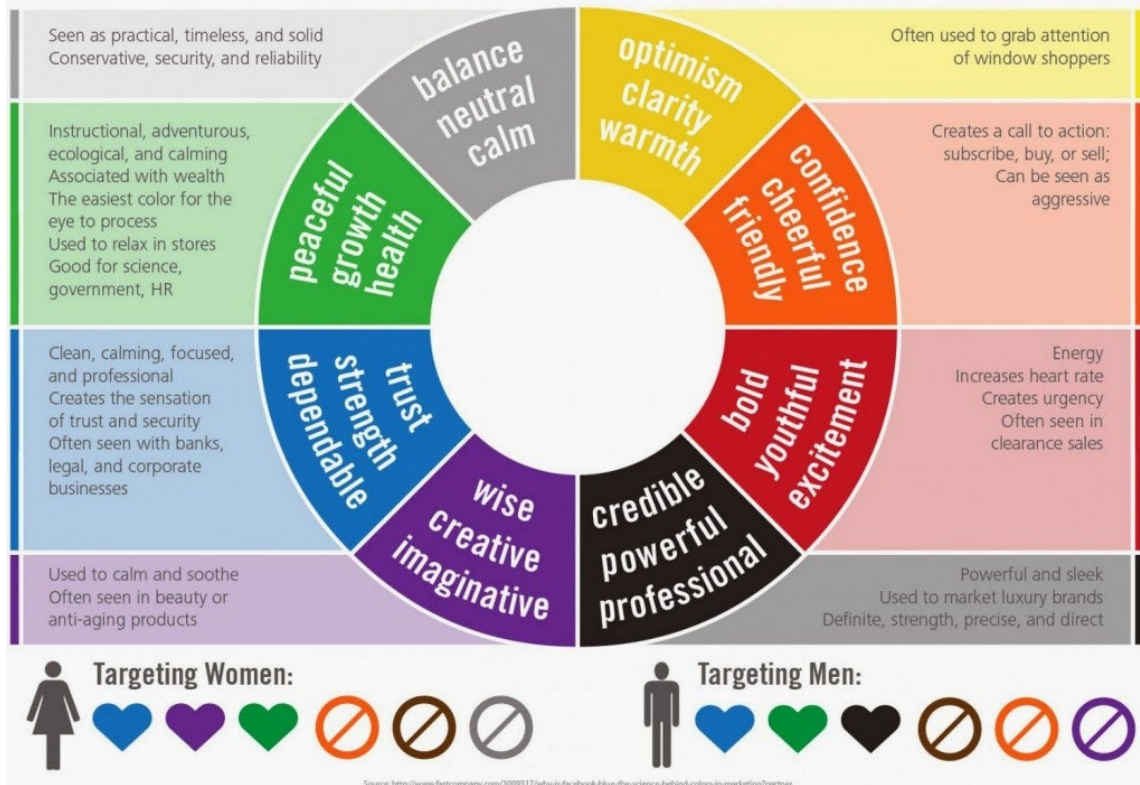
Which option is the winner? _____

2. Choose your branding colours and logo

Consider what your business colors will be. Generally, businesses focus on 2 to 3 colors to make up the core of their branding. There is a lot of information online about the psychology of color choice in marketing. Certain colors 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 WEALTH/modesty 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 positivity NATURE generous clarity prosperity good judgement safety stable	MEANS: spirit perspective CONTENT control rescue determination self-sufficient modern goals aware PURPOSE OPEN ambition	MEANS: INSTINCT WARMTH gut reaction optimistic spontaneity extrovert social NEW IDEAS FREEDOM impulse motivation
BRANDS: Kellogg's Virgin LEGO Coca-Cola Nintendo Red Bull P	BRANDS: BBC three Barbie COSMOPOLITAN VICTORIA'S SECRET	BRANDS: Cadbury YAHOO! Hallmark Milka Zoopla.co.uk Your advantage is property	BRANDS: f Reebok British Gas t GAP	BRANDS: bp Holiday Inn tic tac LACOSTE bp BODY SHOP Corei DREAMS Starbucks	BRANDS: e intel Blu-ray Disc skype Twitter W	BRANDS: fanta orange Penguin MasterCard bitly B

What colors should you use in marketing?



☐ What are your business's core values?

☐ Consider 2 or 3 colors 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 colors you selected for your brand.

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:

Warm Regards,

Michael Sarracini
CEO and Co-Founder

Keyspire®
Knowledge Empowers You®

123 Street Road
Townsville, ON A1B 2C3
Unit 4, 1st Floor
1-800-555-1234 x 567



☐ 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.

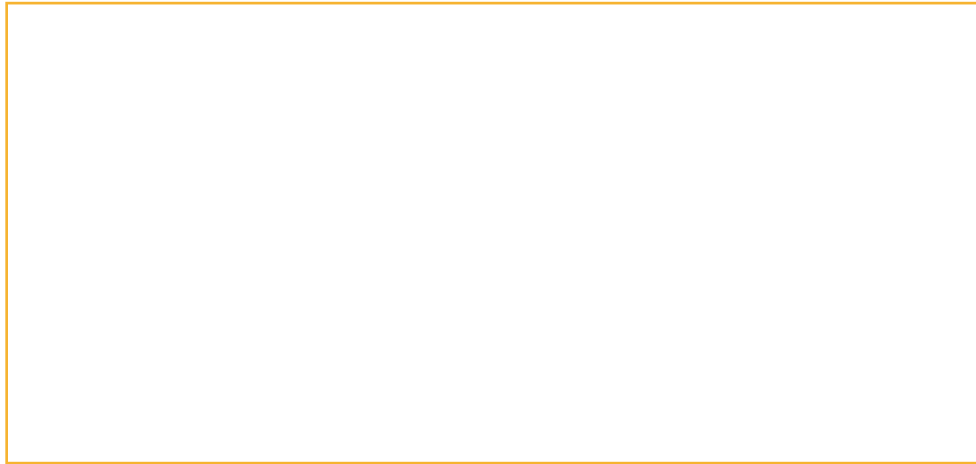
Here's an example of Michael Sarracini's Keyspire business card:





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!