

**E**  **EVATE**  
*YOUR BRAND*

*FREE 7-DAY  
CHALLENGE*

Orientation & Challenge Guide



# ELEVATE YOUR BRAND: 7-DAY CHALLENGE

## Orientation & Challenge Guide

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These are clues when a business needs a better brand.

Let's start from the beginning. How do you know if you need to further develop your brand? Here's what I hear from my clients & observe in the market.

- Inconsistent message and visuals, the “brand” feels all over the place
- You don't want to screw up so you're insecure about what steps to take
- You feel self-conscious about getting visible, or inviting people to check you out online
- You get overwhelmed with self-doubt whenever you see competitors that seem to have it all together
- You attract problem clients who don't value your expertise. They price shop, negotiate, and haggle to squeeze your tiny profit margin to near zero
- You feel handcuffed to your business: every lead, sale, and product takes you working tirelessly. Nothing happens without you.
- You need to increase the margin in your business. It seems like that everything that comes in, goes right back out.
- You've evolved over time, but your brand hasn't. It still looks like you-two-years-ago.
- At your core, you know you're ready for bigger things: building leverage in your business, launching a new product or course, or transitioning your business model.

You're in the right place. You're part of a group of driven entrepreneurs, who want to build their dream business. You are literally shaping and creating your future by defining how you show up and serve in the world. You're my kind of people!



Here's the most important lesson I can teach you this week: —You are more than what you sell. THAT is the best-kept secret of building a compelling brand.

Instead of figuring out how to push your product or service at people, the work we do this week will attract the right people TO you. We'll do this by connecting your brand to ideas and themes that are BIGGER than your product or service. We'll use universal truths like current culture, emotion, universal human values and behavior to create the brand of your dreams.

I'll be teaching you how to build a brand from the inside out. When you do this, you'll:

- Stand out in a saturated market, even if what you do isn't *that* different (or at least that's what you think now!)
- Build your brand in a way that people are drawn TO you, instead of chasing them down
- Leverage your relationship building and increase demand, so every sale doesn't have to be made 1-on-1

Every day, I'll deliver a training video with a daily challenge for you to complete. Watch your inbox! Each video is less than 10 minutes, so you can complete the full exercise in under 60 minutes. However, I've been known to give a TON away in these free classes, so let me apologize right now if the training inspires you to spend hours reimagining your brand! :)

Here's the second lesson I need to teach you:

- Elevating Your Brand goes wayyyy beyond colors, fonts, and logos.

To operate at a higher level, we need to think about our brand and business in ways that most people don't. This is why I don't teach color theory or design in this challenge. That's just surface level stuff. While I have you, we need to leverage our time and GO DEEPER!



## HERE'S WHAT TO EXPECT OVER THE NEXT 7 DAYS:

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**DAY 1:** E - Establish outline the core components of your brand

**DAY 2:** L - Level Up Your Mind and truly distinguish who you want to be!

**DAY 3:** E - Excite the most valuable and powerful offer you make to the market!

**DAY 4:** V - Value your vision by forming a signature value statement!

**DAY 5:** A - Attract targeted prospects with a personalized client attraction formula!

**DAY 6:** T - Transform your Brand Identity with positioning and perspective!

**DAY 7:** E - Execute the Plan, tie it all together and LEVEL UP YOUR BRAND!

The beautiful thing is, when you build a strong brand, you are NOT a commodity.

- People aren't price-sensitive (they want to work with YOU, not a competitor)
- Say buh-bye to price shopping and time-wasting leads
- Elevate, expand, and grow MUCH faster!

SOUNDS GOOD RIGHT?! THAT'S THE PLAN!

## MARK YOUR CALENDAR:

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On Thursday evening we are going to have a group Zoom call together! DON'T MISS THIS. There will be an event posted in the group listing the time for the call as well as the link to join the Zoom.

This Zoom call is one of the MOST VALUABLE portions of this challenge. I will be tackling one of the most significant challenges that EVERY BUSINESS OWNER faces and how to overcome it! I will also be tying together everything that you learn in the first 6 days and allowing time for Q&A!

I don't want you to miss this call, I only make the recording of this Zoom available to the individuals who attend. If you do not attend, you cannot see the replay. BE THERE! If you have an extenuating circumstance and have absolutely no option to attend, reach out to me directly to explain and we can work that out.



## GIVEAWAY:

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I love doing giveaways, and I love going BIG! SO, at the end of this challenge I am going to give away a \$3000 service bundle to work with me in development your brand! THIS IS CRAZY!! NO ONE DOES THIS.. EXCEPT ME! Here's the criteria:

- Bring a friend to this challenge! – Reach out to your people and get one of your friends or tribe members to join in with us!
- Actively participate and DO THE WORK on all 7 challenge days! You're going to have to EARN IT!
- Be in the Thursday night Zoom call!

That's literally it! Not too crazy right?! I will be keeping close track of everyone who DOES and DOES NOT participate. At the end of the week I will have all the names gathered of everyone who met the criteria. I will draw the winner's name next Friday on a live broadcast and will award an incredible \$3000 service bundle to that one lucky winner! WILL IT BE YOU?!

## LASTLY:

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At the end of this 7-Day Challenge I will be revealing an Exclusive New Branding Package that will not be revealed to the market for another month. Once this challenge is over, many of you will be wanting to know your next step! I will have that mapped out for you and will be offering various enrollment tiers to meet every budget. I will also be providing a tremendous discount ONLY for you who complete this challenge, simply to reward you for your time, energy and effort!

That's it for ORIENTATION!

Now let's get to work on YOUR FIRST CHALLENGE!





# DAY 1 CHALLENGE: ESTABLISH YOUR BASE

Your Brand Foundation is key.

It creates your entire business strategy.

A strong mission and vision communicates **WHAT** you want to create, **WHY** you want to create it, **WHO** you want to serve, and **HOW** you're going to serve them.

So let's get straight to it!

Grab a pen and a notebook and answer the following questions:

- 1) What do you want your Brand to be known for? What is your specialty?

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- 2) What is your Mission? What do you want to accomplish through your brand?

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- 3) **WHY?** Why this business? Why that Mission? What does this mean to you?

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- 4) Describe your ideal client. If you could only serve one specific type of client, who would it be? (This will be the focus of Day 5, just give us a starting point)

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5) What product or service do you want to focus on creating, outlining or refining as your first or next signature offer? Use the follow questions to provide detail on the offer you want to make available:

- What is the outcome you are creating for your clients? What's the transformation you're looking to help your clients achieve?

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- Who is the ideal client the product serves?

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- What does this product include?

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- What end result(s) does your product deliver? What can your client expect as a return on their investment?

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- What makes this program/package/offer unique?

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- What is the timeframe?

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- What are your thoughts on pricing?

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Be as specific as you can!

And if you've answered these questions before, DO THEM AGAIN. We are always evolving + pivoting in our life and business, so it's important to be constantly checking in with ourselves to make sure our business is in alignment with our continually evolving market and consumers!

That's it for Day 1!

### **ACTION REQUIRED:**

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Once you have completed your answers to each of these questions please email me your responses to [justincapponpro@gmail.com](mailto:justincapponpro@gmail.com)! Use “DAY 1 CHALLENGE” as the subject line and send me your work in whatever form is easiest for you.

If you print this document and hand write your answers, feel free to just take pictures of your work and email me the pictures. If you can edit the document digitally, perfect. Send me the pdf. If you prefer to type out your answers and send me your work in a word doc or email, that's fine too!

### **DEADLINE:**

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Send me your completed work by [END OF DAY SATURDAY, 2/15/2020!](#)

The DAY 1 CHALLENGE VIDEO will be posted in the Elevate Your Brand Challenge group.

IF YOU HAVE ANY QUESTIONS about today's challenge, post your questions in the comments of the DAY 1 CHALLENGE VIDEO!

Get to work and I'll see you tomorrow!

