

LEGACY BRAND MAP



BEING

COMMANDS

BECOMING

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YOU ARE HERE

Step 1 - Planning for the Future

The first step in mapping out your legacy brand is understanding your long-term vision. To understand long-term vision, you first need to understand your purpose.

We're going to define your purpose by answering introspective questions about yourself and audience.

Print this out and fill out the guide by writing the answers.

DEFINING THE PURPOSE OF YOUR BUSINESS

1. What are you passionate about?

2. Describe the feelings you get when fulfilling your passion.



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3. Now imagine you are receiving money in exchange for pursuing your passion. Describe the way you feel giving your buyers something that is a result of your passion.

4. Now describe the way your buyers would ideally feel about themselves after they receive what you are giving to them.

5. Write down how your buyers lives' would be positively impacted by feeling the way you described above.

The impact described in number 5 is your brand purpose.

Step 2 - Set your intention for money.

1. How would you like your excess money to contribute positively to the world around you? (It should align with your core values - for example, preserving the environment, helping the homeless, etc.)

2. How exactly would you prefer to contribute to those causes? For example, do you prefer to create your own non-profit or join forces with other organizations? Will a portion of your profits go to the cause? Be specific!



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The types of causes you decide to contribute to are based on the same values shared by you and your audience. These values are what will drive your prospects and buyers to you.

TIME TO THINK BIG.

Remember, a legacy brand is meant to OUTLIVE you.

1. Thinking as BIG as your imagination allows, what dollar amount would you love to make at the time you are ready to sell it?

2. What do you feel your business offerings are worth currently in exchange for your buyers to experience them? (What are you currently charging per customer?)

3. Take the dollar amount you identified as your ideal revenue and divide it by the current cost of your services. (Remember, you can always change the cost of your services in the future.) This is the number of customers you must serve to achieve that revenue amount. For example, I want to make \$1,000,000 from services that are \$2,000 per customer. $1,000,000 / 2,000 = 520$. I need to serve 520 customers to achieve \$1,000,000.

Write the number of customers you intend to serve here:

It gets better...the number you wrote down is not only the number of customers you want to serve ONCE, but for a LIFETIME. You see, the more customers you have and the longer they use your services, the higher the loyalty rate of your brand. As a legacy brand builder, you're objective is not just to serve clients for money, it's to retain them for a lifetime and get these fans to promote your brand for you because of their radical loyalty.

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As your brand loyalty rate increases, so does THE WORTH OF YOUR BRAND!

4. Now, let's take it ONE step further - what dollar amount would you like your brand to be WORTH in your lifetime?

This number should be BIGGER than the amount of money you want to make at the time you sell your brand.

For example, I want my brand to be worth at least \$20,000,000.

So, I want my 520 customers to be served once, but I want them to continue coming to me for a lifetime. So maybe their initial sale is \$2,000, but if I create a membership package of some sorts for \$500 per year, they are more apt to be loyal to me for a lifetime. By understanding that the goal is not only to make x number of sales, but to create x number of brand loyal fans, we are now thinking like a legacy brand.

So, let's get to Mapping Activities to attract and serve the # of clients you need to make your ideal lifetime revenue.

Remember, you can change this at any time and adjust it to your real-life numbers as you get going.

1. How many years would you like to achieve the dollar amount? (Set a goal date.)

2. How many clients must you serve per year to obtain that dollar amount in the number of years listed above?

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From others:

From myself:

From business:

5. List the steps you can take to get from where you are now to where /who you need to be to be able to perform the activities in question 3 of this section:

HOW'D YOU DO?



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If you're struggling and need clarity to help lead yourself, schedule a 20 minute call on my calendar - no strings attached, no expectations.

Map your purpose in a free [40 minute strategy session](#)



Caitlin Thiede, CEO of StorySpeak Enterprises

Caitlin began her love affair with branding at PAREXEL, a world-leading biopharmaceutical firm based in Waltham, MA. There she joined alongside some of the world's most brilliant creatives, scientists and sales force to create C-Level content that honed the secret sauce of corporate communications and brand compliance strategy. Today Caitlin focuses on coaching heart-led entrepreneurs in progressive growth to develop a legacy brand that will heal the world with money.