

FREE REPORT



# 5 STEPS TO EXPAND YOUR BRAND



How to Generate  
**MASSIVE BRAND AWARENESS**  
so Clients will Easily Find and Hire You!



*Kara Wagner*

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# Welcome to

## “5 STEPS TO EXPAND YOUR BRAND!”



If you're wondering how to get more business and you've been trying all the right things but getting no results, then you need to look at your Brand. No, you don't need a new logo. Or a new slogan or new website. What you do need to know is how the new world of branding, communicating and marketing works today so you can gain huge visibility by being everywhere your tribe is. And, that means doing some things that leverage your Brand's super-powers!



### So, what are the Super Powers of Branding?

- Your Brand Promise declares who you are
- Your Brand gives Clarity to your buyer and makes the buying experience easy to understand
- Sales resistance is lowered when your Brand is strong
- Brands create trust and relationships – building the “know, like and trust” factor
- Good Brands can charge more when they have a premium pricing strategy
- Your reputation soars when your Brand is well-known
- Your Balance Sheet has more value with a good Brand and when it comes time to sell, you'll be more valuable.



I started North Star Marketing several decades ago and have been branding for large and small companies throughout that time. I've developed proprietary processes for creating more brand awareness and love helping brands come to life and then getting massive exposure for the people who started the brands.

Because I know running a small business is tough – there are so many pressures and things to do that it's hard to focus on what really works: Expanding Your Brand by focusing on specific, results generating processes.

There's a lot of pain and hard times when you're running a business. One day your client list is full, the next day your biggest client goes silent and you don't know what to do. I went through some gut-wrenching times as a business owner and know what it's like to need support but don't know how or where to get it.

For the past several years I've turned my attention to working with people like you to tap

into the Super Powers of Branding and help them to increase their businesses through coaching and mastermind work. It's been the most rewarding work of my career and someday I hope we can have coffee or meet on a Zoom call and share our full stories.

Until that time, though, let's get you started and **EXPAND YOUR BRAND!**

Here's to creating a **Brand Buzz,**

*Kae Wagner*





## 5 STEPS TO **EXPAND** YOUR BRAND



Let me guess...

You have a passion for getting your message out into the world.

But, it's not happening.

You're not getting noticed.

You've worked so hard but there's no momentum.

No one is calling.

No one is responding.

You feel like the game is rigged against you.

## Don't Give Up! Never. Ever. Give up.

Whether you're a small business owner, coach, consultant, author, subject expert or speaker, your personal Brand is what attracts clients and opportunities to you. Branding yourself takes special strategies and tactics that are different from the corporate world. When you're selling your expertise, you're selling yourself and you are the Brand.

When you're the Brand, you are going to have to create a following and this requires more visibility and using different tools than you may be familiar with. But, not to worry, we can teach you how to use the Super Powers of Branding to generate a following, create a great list, interact with your Tribe and have fun doing it. We have free monthly webinars, online, live courses on Zoom, a monthly membership group, MasterMind Groups and other workshops and "done-for-you" services. You'll love being a "go-to" personal Brand for your services.

You are about to see your world change when you learn how to **EXPAND YOUR BRAND** and create a Buzz! Get ready – Good News is Coming!





5 STEPS TO  
**EXPAND**  
YOUR  
BRAND

There are tons of people  
who need you  
and want to work with you.

They'll pay you money to solve their problem...if only they knew about you.

In this free report, you'll learn how the 5 Steps to Expanding Your Brand, creating a buzz  
and bring all of those people to your door step.

**Get ready for the flood gates to open...**



“When you have a **PASSION** for your product, **selling** is  
the **natural** by-product of **sharing** the love.” – Kae G. Wagner



# 5 STEPS TO **EXPAND** YOUR BRAND



In this free report I'm going to give you the "secret sauce" to creating massive awareness when you Expand Your Brand.



BUT FIRST  
LET'S DREAM  
A LITTLE...

Where would you like to see your brand expanded? Check all that apply:

- National TV – The Today Show, GMA
- Print/Newspapers – USA Today, NY Times
- Local TV
- Podcasts
- YouTube Videos
- TED Talks
- Viral Social Media
- Social Media Following on all Platforms
- JV Partners
- Other



# 5 STEPS TO EXPAND YOUR BRAND



**Are you ready to  
have your dreams come true?**

**Of course you are and this free report will help you get started.**

**Here's the prep work for the journey we're going on:**

What's the mission for your Brand? \_\_\_\_\_

\_\_\_\_\_

What's your Brand Promise? What problem will you absolutely solve? \_\_\_\_\_

\_\_\_\_\_

What does a Brand Expansion "win" look like for you today? \_\_\_\_\_

What would it look like in 5 years? \_\_\_\_\_

What is your greatest Business/Brand challenge today? \_\_\_\_\_

How would you feel if you saw your Brand Expanding today? \_\_\_\_\_

Are you ready to create a community that helps your Brand Expand beyond your wildest dreams? \_\_\_\_\_

\_\_\_\_\_

Can you see yourself achieving your Mission and Goals and Celebrating BIG!!! \_\_\_\_\_

\_\_\_\_\_



**"MONEY WILL ALWAYS FIND THE BRAND BUZZI!"**





# 5 STEPS TO EXPAND YOUR BRAND

## 5 KEYS STEPS to Help You Increase the VISIBILITY OF YOUR BRAND!



**1. Brainstorm** Brand Expansion opportunities that are realistic for where you are now. If you're just getting started, the national media probably won't pick up your story unless you have a juggernaut, over-the-top immediate success story. But, hey, today the Art of Going Viral is very real.



**2. Focus on the one opportunity** that will give you the best chance at getting Buzz around your Brand. Maybe you could be a guest on podcasts that cover your topic.



**3. Develop a strategic approach.** In other words, develop a plan so you know, every day, how you're going to go about doing this expansion work in a process-oriented way.



**4. Consider a channel** that will give you more control. For example, start a FB group instead of pitching your story to the Today Show or trying for a TED Talk.



**5. Create 5 messages/images/videos** and start pitching and posting.



**5A. Repeat. Repeat. Repeat.**





# 5 STEPS TO **EXPAND** YOUR BRAND

Now's the time to go for it.  
Get started and don't stop.

Be a maniac for increasing the visibility of your Brand, growing your business and having the life you want. You don't have to go it alone, either, cause we are here to help.

We've been Building Brands for a long time with lots of successful Brand Buzz results and we'd love to share our stories with you.

**CLICK HERE** for our next webinar where you'll learn more about how you can **EXPAND YOUR BRAND**.

Don't miss out on the action.

Join the Buzz,

*Kae Wagner*



Create **THE BUZZ**  
& the Money  
will find You!



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