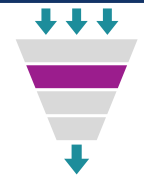
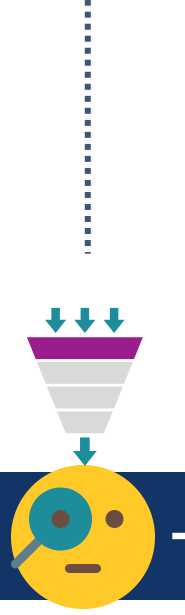


BRAND NETWORKING ROADMAP

The quality of your sales funnel & the value of your brand equity, is proportional to the quality of your brand networking

BRAND AWARENESS *Known*

Being discovered in the places your ideal audience already hangs out with Feel Goods that encourage the prospect to engage in your Free Goods is being Known.



BRAND PREFERENCE

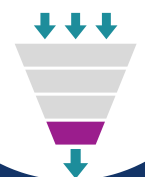
My head & heart tell me you have the right solution to solve my problem and I am now ready to move into the transaction phase.

Trusted



BRAND LOYALTY *Loved*

Allocated to clients who have experienced your product and feel validated for choosing your solution to address their problem. They had a connection



BRAND RECOGNITION *Liked*

We are seeing, reading and participating in your Free Goods and we have a head & heart experience of liking you and what you're up to.