

Revealing Genius  
*Amplify Your Brand*

# EXCAVATE YOUR BRAND GENIUS

**WELCOME TO THE 7-DAY  
VIRTUAL SUMMIT**



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## DAY 1: What gives you energy?

More of This Please	Less of This Please

Consider: Spirituality, Health & Style, Relationships (Family, Friends, Community), Work & Finances, Recreation & Social (Fun), Learning & Education

Your "Brandthem":



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## DAY 2: Purpose

### Individual Prompt:

Your 2-Word Purpose Statement: \_\_\_\_\_  
What came up for you?

### Breakout Session:

If you were interviewed by a member of the media or a podcast host and were asked, "What do you Stand For?" - What would you say, with conviction?

### This weekend:

Try this on: I exist to serve by \_\_\_\_\_



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## DAY 3: Your Signature Brand Stories

### 10 QUESTIONS — CLUES TO WHAT YOU STAND FOR

1. Tell me, in your own words, about you, what's your story?
2. Tell me about your current state & future state. Where are you now, what are you striving for?
3. If you had 1 minute to offer 3-5 bullet points that summarize your core strengths, what would you say?
4. What are 1-3 of your proudest accomplishments and why?
5. What's the big relevant change in the world that you are passionate about? (For example, Arianna Huffington is addressing a lack of sleep endemic to our society)
6. What's your favorite quote and/or a mantra that you live by?
7. What are three of your core values?
8. If you could do just one TED Talk, what would your topic be?
9. Who are your heroes (e.g, could be living, deceased, cartoon character) and why?
10. What's your extraordinary why?

### Signature stories that show evidence, support your 2-word purpose

1.

2.

3.



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## DAY 4: Brand Diagnostic

### Excavate: Position your Brand with Purpose

**1. Is it obvious what makes your brand stand out amongst a perceived competitive set?**

- Yes
- No
- Maybe

**2. Is the purpose, what your brand stands for, clear?**

- Yes
- No
- Maybe

**3. Is there enough information to build trust with your brand?**

- Yes
- No
- Maybe

**4. Does the first impression create an emotive response?**

- Yes
- No
- Maybe

### Tell: Message Brand Stories to be Memorable I = consumer

**1. Do I understand who YOU are (vs your business or company you represent)?**

- Yes
- No
- Maybe

**2. Do I understand how you will get me from a current state of frustration to a future desired state?**

- Yes
- No
- Maybe

**3. Do I understand at what, you are best in the world?**

- Yes
- No
- Maybe



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**4. Do I understand what makes you proud?**

Yes  
No  
Maybe

**5. Do I understand there is a cause or big relevant change that you are passionate about?**

Yes  
No  
Maybe

**6. What's the "thing" (e.g. favorite quote) that will enable me to remember your brand?**

Yes  
No  
Maybe

**7. Do I understand your core values?**

Yes  
No  
Maybe

**8. Is there evidence of 10,000 hours behind your brand?**

Yes  
No  
Maybe

**9. Did I get insight to your heroes, who/what inspires you?**

Yes  
No  
Maybe

**10. Do I understand your extraordinary why?**

Yes  
No  
Maybe

## **Affirm: Own Your Brand Genius**

**1. Is your overarching brand statement front and center?**

Yes  
No  
Maybe

**2. If I had to describe this brand to someone else, could I do that?**

Yes  
No  
Maybe



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### What are the three key takeaway messages?

**1. Are there some visual or audio clips that support your brand narrative, that make you memorable?**

- Yes
- No
- Maybe

**2. Do I understand what's driving you (big relevant change) in addition to revenue/profit?**

- Yes
- No
- Maybe

**3. Can I explain what solutions you offer?**

- Yes
- No
- Maybe

**4. Do I see some look-alikes (other "yes" clients that were happy/references)?**

- Yes
- No
- Maybe

**5. Do I know what happens when a "yes" client/target audience experiences the brand?**

- Yes
- No
- Maybe

### Hot Seat Survey

- **Volunteer provides overview and asks for specific feedback.**
- **Cohort takes 2 minutes to review the brand asset.**  
**Cohort responds to the following survey:**
  - o **Do I understand at what, you are best in the world?**
  - o **If I had to describe this brand to someone else, could I do that?**
  - o **What are the three key takeaway messages?**
  - o **Can I explain what solutions you offer?**
  - o **Do I know what happens when a "yes" target experiences the brand?**  
**(What is the major problem you solve?)**
- **Volunteer and cohort dialog about what can be improved, what they like best.**

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## DAY 4: Brand Diagnostic

Think about your brand amongst a competitive set:



What are 3 key messages you want to send about your brand?

1.

2.

3.

Tip: What gives you energy? What's your purpose? What's a signature story?





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## DAY 5: Science & Evidence-based Assessments

I affirm that one of my core competencies is: \_\_\_\_\_

- **Core Values Index (CVI)**: Free online assessment to reveal your unchanging motivational drivers and how you are wired to contribute to the world around you.
- **DISC**: Free tool to understand your personality and communication style. Discover who you are at your core to live a more authentic life.
- **Enneagram**: Free tool which shows you which of the 9 personality types suit you best: 1-Perfectionist, 2-Giver, 3-Achiever, 4-Individualist, 5-Investigator, 6-Skeptic, 7-Enthusiast, 8-Challenger, 9-Peacemaker.
- **Kolbe Action Modes**: \$55 36-questions that measures a person's instinctive method of problem solving, conative capabilities. Fact Finder, Follow Through, Quick Start, Implementer.
- **Clifton Strengths Finder 2.0** \$49.99 reveals your complete unique talent profile, top 5 strengths.
- **Myers Briggs**: \$49.95 personality report, four-letter MBTI® type.
- **Thomas Kilman Conflict Mode**: \$45 Enhanced self-awareness about your conflict-handling behavior-competing, collaborating, compromising, avoiding, accommodating.



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## **DAY 6: Your Transformation Statement/Elevator Pitch**

### **Individual Prompt**

Complete this formula:

I <action word> <my beloved avatar> how to <do what they want to accomplish> so that they can <have the result/transformation.>

Examples:

Through my music, I enable my congregation to peacefully pause and reflect so they can tap into what makes their spirits soar.

I teach accomplished leaders to powerfully communicate their expertise and their WHY so they may fulfill what they desire most in their careers.

I coach parents how to communicate effectively so they can have incredible relationships with their children.

I empower nonsales professionals like lawyers and CPAs to learn how to sell comfortably so they can generate the income they need to have the life they want for themselves and their families.

### **Small Group Breakout:**

Finesse your formula with your partner.

Twist – introduce your partner. It's my pleasure to introduce (name). His/her transformation statement is.....



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## **DAY 7: Bringing Your Brand Together**

### **DAY 1**

**What you want more of**

**What you want less of**

**Your Brandthem trigger**

### **DAY 2**

**Your 2-word purpose statement**

### **DAY 3**

**Your 1-3 signature brand stories (titles)**

### **DAY 4**

**Your 1-3 key messages**



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## **DAY 5**

**Your core competencies**

## **DAY 6**

**Your go-to positioning statements (elevator pitch)**

## **DAY 7**

**Your keystone goal declaration (By <date> I will achieve \_\_\_\_\_)**

**If I could do anything, I would.....(could this be The Great Work of Your Life?)**



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## Pay it Forward Invitation

The next Excavate Your Brand Genius 7-Day Summit is rapidly approaching:  
[www.revealinggenius.com/events](http://www.revealinggenius.com/events)

We would love for you to be a part of the cohort.

Kindly consider this to be an invitation for you to participate with a complimentary ticket (\$994 value).

It's an opportunity to join an exclusive group of like-minded business professionals who are serious about leveraging the ETA™ (Excavate-Tell-Affirm) process to gain clarity and confidence and ENERGY about the way forward for their personal brands.

### Here's an overview of the Agenda:

**Day 1: ETA™** process overview, declare your "energetic" keystone goal

**Day 2: Excavate:** Discern your 2-word purpose statement and how to apply it to your brand

**Day 3:** Where are your stories? The top 10 questions to strategically position your expertise

**Day 4: Tell:** Your compelling brand messages: mini-brand audits with actionable feedback

**Day 5:** Identify and "own" your core competencies with scientific evidence

**Day 6: Affirm:** So, what do you do (and why)? Craft your genuine 30-second elevator pitch

**Day 7:** Bringing it all together: keystone goals, a strategic plan for your brand, bonuses

### Here is the format you can expect:

You will receive a prompt each day to peruse prior to our cohort session. The Zoom recording will be made available the same day if you want to listen again. On each call, expect a kickoff poll, big group chat, an individual exercise and breakout rooms. Each session moves quickly and is designed to be energizing and impactful. It includes a 60-minute complimentary 1:1 follow up call with Mary as part of the program.



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By the time you leave this Summit, you will:

- **Adopt a new way to manage your energy vs time**
- **Discern your 2-word purpose statement**
- **Identify your top 3 signature brand stories**
- **Benefit from a mini-brand audit of your current brand assets Craft your compelling elevator statement**
- **Affirm your brand with empirical & scientific evidence Declare your keystone goal related to your brand**

Here's a testimonial from the last cohort:

*Just when you think you've seen it all, a flash of brilliance comes your way. This program is unique and fantastic, drawing participants from as far away as China and Europe and across the U.S. In a very creative, engaging, interactive, and practical way, Mary helps you create or strengthen your personal brand. There are break-outs, polls, "homework", all the usual course elements, but this is a fresh new way to learn, try it out as you go along, fine-tune it, and be prepared to go out and present yourself your best way possible. It's seven consecutive days (no weekend!). It is exciting, it's fun, it works, it is brilliant!*

I trust you will experience a profound shift in the way you think about your personal brand which will inspire you to action. Looking forward to seeing you there.

**To Redeem:**

- Visit [www.revealinggenius.com/events](http://www.revealinggenius.com/events) to pick your Summit.
- Reach out at [www.revealinggenius.com/contact](http://www.revealinggenius.com/contact) and tell us you have a **Pay it Forward Ticket**.
- We will send you a special guest link to register.

Sincerely,  
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## NOTES



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