

## PAY IT FORWARD INVITATION

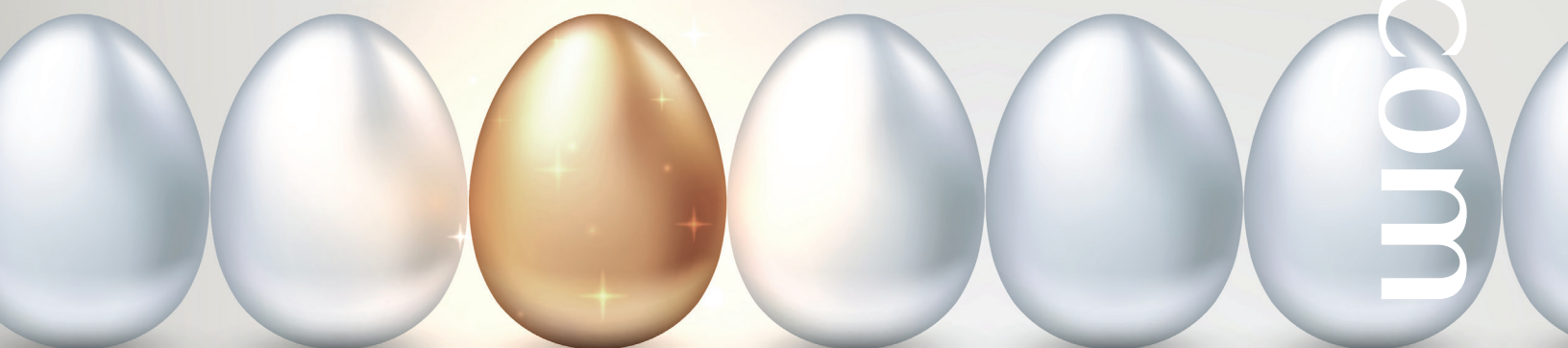
**Revealing Genius Fundamentals of Brand Leadership Summit**  
(Just one hour each day for 7 Days)

You are cordially invited to enroll in the next Fundamentals of Brand Leadership Summit using this complimentary code: **RG100** which entitles you to \$100 off.

It's an opportunity to join an exclusive group of like-minded business leaders 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.

Get ready to #brandonpurpose.

**Revealing Genius™**  
*Distinguish Your Brand™*



RevealingGenius.com

# EXCAVATE YOUR BRAND GENIUS | VIRTUAL SUMMIT

## PAY IT FORWARD INVITATION

### Revealing Genius Fundamentals of Brand Leadership Summit

#### 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: brand diagnostic clinic 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 positioning statement
- 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 via email 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, group chat, a 3-minute individual exercise and breakout rooms.
- ✓ Each session moves quickly and is designed to be thought-provoking, energizing and impactful.
- ✓ You'll gain access to a variety of materials through a private portal that you can download for future use.

#### 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 an interactive focus group evaluating your key brand asset
- Affirm your brand with empirical & scientific evidence
- Craft your compelling positioning (transformation) statement
- Declare your keystone goal related to your brand

#### Here's a testimonial from a recent Summitter:

*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 on 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 for just one hour a day (no weekend!). It is exciting, it's fun, it works, it is brilliant!*

You can enroll **here** using the complimentary code **RG100**. Our gift to you! We 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 co-creating with you,

Mary E. Maloney  
Principal | Brand Strategist