

BRAND STATEMENT

Jennifer Beale Personal Brand

VISION

Who are we and what are we striving to become?

Jennifer Beale will be a familiar name in business circles around the globe, a name that is now synonymous with business networking in the GTA. There will be clearly defined tiers of offerings for people who need to make the right connections. Jennifer is at the centre, a “queen bee” of buzzing business activity and growth.

VALUES

What do we stand for?

Integrity. Humility. Power and strength. Giving and Loyalty. Belief in transformation. Spiritual passion that makes a positive impact on people’s lives.

Jennifer is guided by a powerful desire to use her God-given gifts for purposeful existence.

CONCEPT

What business are we in and what niche do we fill?

What happens when you add a catalyst to a solution? Transformation! Jennifer is that catalyst for connections, arguably the most valuable commodity. Her company, Unleash PR, is a platform for Biz Network News, which is a portal for information on business events, news. She empowers solopreneurs and business owners by providing critical knowledge, opportunities, and coveted personal connections. Her twice yearly signature event brings all these elements together. What you do with those opportunities can make all the difference.

DIFFERENTIATION

How are we Unique?

Authenticity. There are many guides and gurus out there, but what Jennifer brings is her own integrity to the selection of her speakers. People are often sold lies and gimmicks. Her educators make the greatest impact in a real way. There are many networking events out there. She does it better, and people know it.

PROMISE

What hopes, needs and desires to we satisfy?

If you show up, we show up. If you approach people in the spirit in which Jennifer advocates, you will find the right person to take you where you need to be. You have to be ready. She can help get you ready.

SOLUTION

What problems do we solve?

For those with 5 figure incomes, she can show you how to break through to 6. For speakers who need to fill seats, or for those are looking to get more engaged with the networking community, they can hire her. For those who have business success, but are ready to make dramatic breakthroughs, Jennifer has the most valuable offering of all, her personal connections and attention.

BENEFIT

What are our core strengths and advantages?

Jennifer has name recognition and connections that could potentially transform your business. She can relate, because of her own transformation. She has strength and fearlessness that many women (and men!) need to see and believe in. You get access to these when you engage with her world.

POSITION

How are we and our competitors perceived in the market?

Jennifer’s results are on par with those of well-known speakers and business groups, but her events are unique in their scale and in the selection of speakers. She helps speakers to launch great careers, and the people she encounters are changed afterward for the better. This positioning will be defined more when Jennifer’s personal identity is woven through public presence and marketing collateral.

MOTIVATION

What compels people to use our service?

People are compelled to attend Jennifer’s events because they are enticed by the opportunities to network, and to meet the best people. They also know that they will learn, and also have an opportunity to exhibit. They are drawn to meet Jennifer personally .

EXPRESSION

What characterizes the way we sell and provide service?

Jennifers’ image is that of a strong, devoted and deeply caring person of high integrity. Her dog, Joy, represents sociability, loyalty, and the pure Joy that can be achieved when one attains business success. These attributes will be expressed in the service offerings, marketing, personal interaction and all touch-points that are attached to her name.

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STORY

How did all this come about?

Jennifer Beale dreamt of owning a well-behaved dog. So when her beautiful sweet Rottweiler puppy grew into a 120 lb. nightmare, she became obsessed with fixing the biting bully.

Many months of training him herself, however, only saw the aggression escalate.

Then she hired professional dog trainers, but again the dog's aggression became worse.

One day the straw broke - Buddy almost bit Jennifer.

At her wits end she made one final attempt – she hired the best professional she could afford – a dog whisperer.

The dog whisperer revealed Buddy's greatness. Transformed, he was so good that Jennifer never had to leash him again.

Was Jennifer happy? No! She was ecstatic ~ as anyone with a serious problem feels when they finally get it solved.

In gratitude, Jennifer, a publicist, arranged for the dog whisperer to be written about in a large daily newspaper. The newspaper article transformed the dog whisperer's business. And the entire experience transformed Jennifer! Soon after "unleash pr" was born.

As a business owner you face problems. Sometimes you try and fix it yourself. Sometimes you "throw money" at it. But until you discover a true solution, it goes on and on.

Recommended Future Activities

Jennifer Beale as a global brand will come to life with the following activities:

Website for Jennifer personally (unleashed site ideally):

- a personal introduction/video
- links to her websites
- testimonials
- her book and links to knowledge base.

More cohesion between the websites and businesses.

Including the name before all the business names.

Dog events!

recognition of what people come to Jennifer for

tagline (s)

Improved visibility of her speakers

cleaned up website interface

clearly defined website parts - bulletin board, learning, speakers, colours, etc.

Image consistent in all materials

Clearly defined offerings in a document. The "tell"...(what do you want people to do once they have come across your brand/website?)

What they come to Jennifer for

Improving their networking techniques

Opportunities to network

Her personal connections

Promotion of their events and business, exposure

Support

What they don't come for

Therapy

Small Talk

An echo chamber

Possible Taglines (undeveloped):

Connections Matter

Connect to Joy

Unleash Greatness