

By Andre Et Myra Kotze



Create Your Powerful
Brand Life Story



CREATE YOUR POWERFUL
BRAND LIFE STORY

**TELL YOUR LIFE STORY AND CRAFT
YOUR BRAND AND LIFE MESSAGE**

BY

Andre Et Myra Kotze

Today You Will Learn HOW TO

TELL YOUR AUTHENTIC LIFE STORY

SO YOU CAN CONNECT WITH YOUR AUDIENCE

YOU ARE THE NEW BRAND OTHERS WOULD LOVE TO DISCOVER!

The world is waiting for you to...

Tell Your Story
Create a Brand and
Craft a Life Message

And Because of it You **Can Captivate Your Tribe and Make a Difference**

It's a fact that

Your Story matters,
Your Brand matters and
Your Life Message matters

Because it can **Inspire others and Change their world.**

And You Know What?

Building a Brand Life Story that captivates **will give you** a Lifestyle and Business You Love **so you can** work 20-hours or less per week.

And today **the great opportunity** is for you to **step out into the world** with **your life story, your brand story and your life message**

so you can **Live Your Dream!**

And today my job is to show you

HOW TO CREATE A POWERFUL BRAND LIFE STORY

Because **you have what other people want.**

You have **Life Lessons, Skills and Experiences** to teach that others **will pay you for.**

Like the 3 stories I speak about in the video, **minor incidents can make a massive difference** and launch a crazy successful brand earning millions of dollars for the founder.

And a **Brand Life Story that Captivates and Attracts** your tribe **will give you the money, the time and the freedom to live your dream.**

So let's create Your Brand Life Story together **so we can change your world** and then get your life message out to millions of people.

I'm going to take you through all the steps and I don't expect you to get it all right now because it's a lot to take in.

In our Masterclass we spend an entire week on each step of our Blueprint. We go in depth into each step and **pull out your life story**, work through it and find the bits and pieces to **create a brand and life message** that flows authentically.

We create a life message you can tell in different settings for **maximum impact and intrigue.** You'll find that people will become engaged and curious to know more about how you can help them.

And you'll make more sales right? 😊

EXERCISE #1

How To Tell Your Personal Life Story To Attract Doves Of Clients...

The People Who Are Your Tribe

They **Believe** what you believe, they **Want** what you want and they **Resonate** with you.

Every story has a character, a hero. And you might've heard the saying, "the Hero's Journey" before.

So **your story has to have a journey**, a path you've travelled to get where you are now.

If there is no Hero's Journey, there is no story and without a story you'll never attract doves of clients to your business.

There are 4 key components to a story and

The CPSB Formula will ensure that your journey follows the Hero's Journey so you can attract your tribe of clients.

It ensures your story is clear and clutter free.

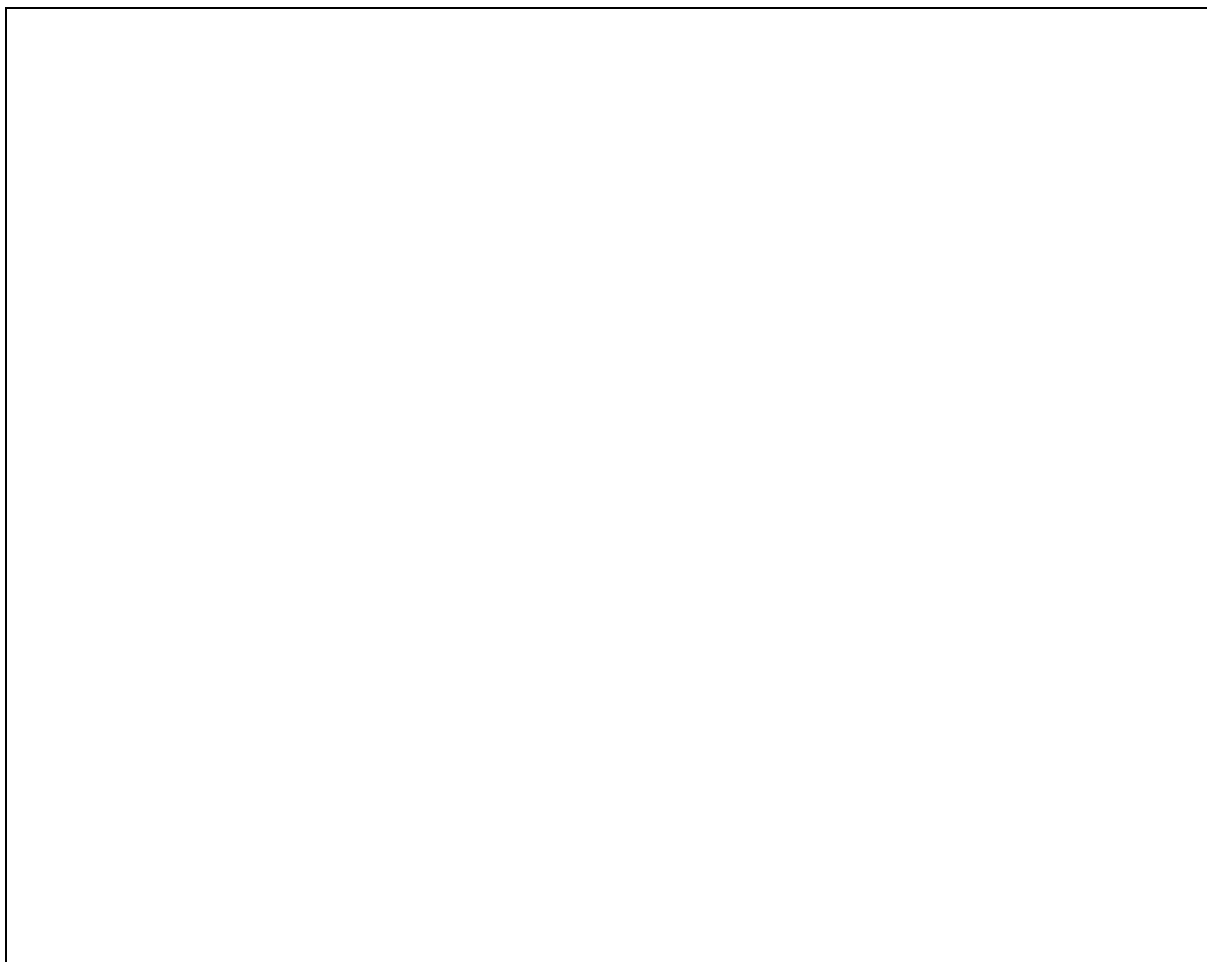
C = THE CALL

The Call is when the character is called into his journey. It's when the character realizes what he wants to do or has to do.

In the movie Gladiator... Maximus a favoured General in the Roman Army, is called to "Become the Protector of Rome and restore the dream that was Rome" after the Emperor Marcus Aurelius dies.

Caesar (Marcus Aurelius) says to him. "I want you to become the Protector of Rome after I die. I'll empower you to one end alone. To give the power back to the people of Rome"

So what's your Call?

A large empty rectangular box with a thin black border, intended for the user to write their own call to action or reflection.

P = THE PIT

The Pit is where the character has a problem. It's the dilemma he faces. It's where he faces adversity and goes into the depth of his problems.

It's where we are concerned whether the character will survive and get out of the Pit.

The Pit creates suspense and drama and expectation in your audience. It's what makes watching a movie or listening to a story so compelling. It also shows the Vulnerability of the character. And your Vulnerability is the Real Power in your story because it shows you are human.

In Gladiator.... Marcus Aurelius tells his son, Commodus that he will not become Caesar. That he has chosen Maximus as his heir.

In a fit of jealous rage Commodus kills his father and becomes Caesar, the Emperor of Rome.

He strips Maximus of his power as a General in the Roman Army. He orders that Maximus be executed. He also sends his soldiers to crucify Maximus's wife and son and burn them alive.

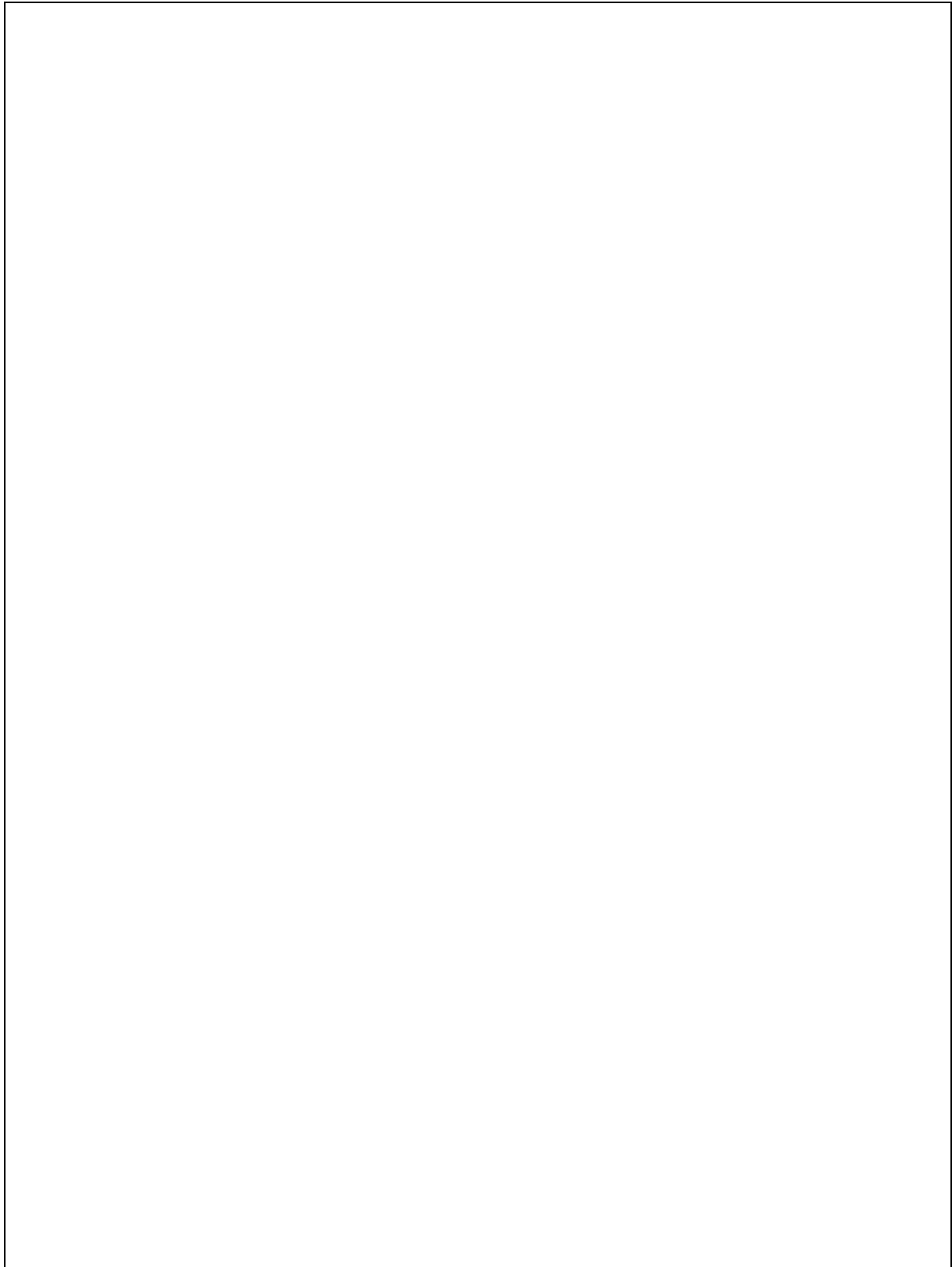
Maximus escapes, but is wounded badly. He races home only to find the crucified, burnt bodies of his family. He passes out from his infected wound.

He is found by slave traders and sold to Proximo, who owns a Gladiator school.

Maximus is now forced to fight for his life in the arena.

What's your Pit?

What adversity have you faced and what made you vulnerable?

A large, empty rectangular box with a thin black border, intended for the user to write their response to the question above.

S = THE SEARCH

Without the Search the character will stay in the Pit forever. There will be no answers and no results and we'll become bored by the story.

During the search the character always meets a guide who gives him a plan and calls him to action. That action can either result in success or failure.

The Search shows your client that you have been searching for answers and that you are qualified to teach them. And your story should show that.

In Gladiator... Maximus is looking for a way to get to Rome and kill Commodus and Free Rome as Marcus Aurelius wished.

He learns that Proximo was a slave that was freed by Marcus Aurelius. He tells Proximo his story and his wish to Free Rome and revenge his family.

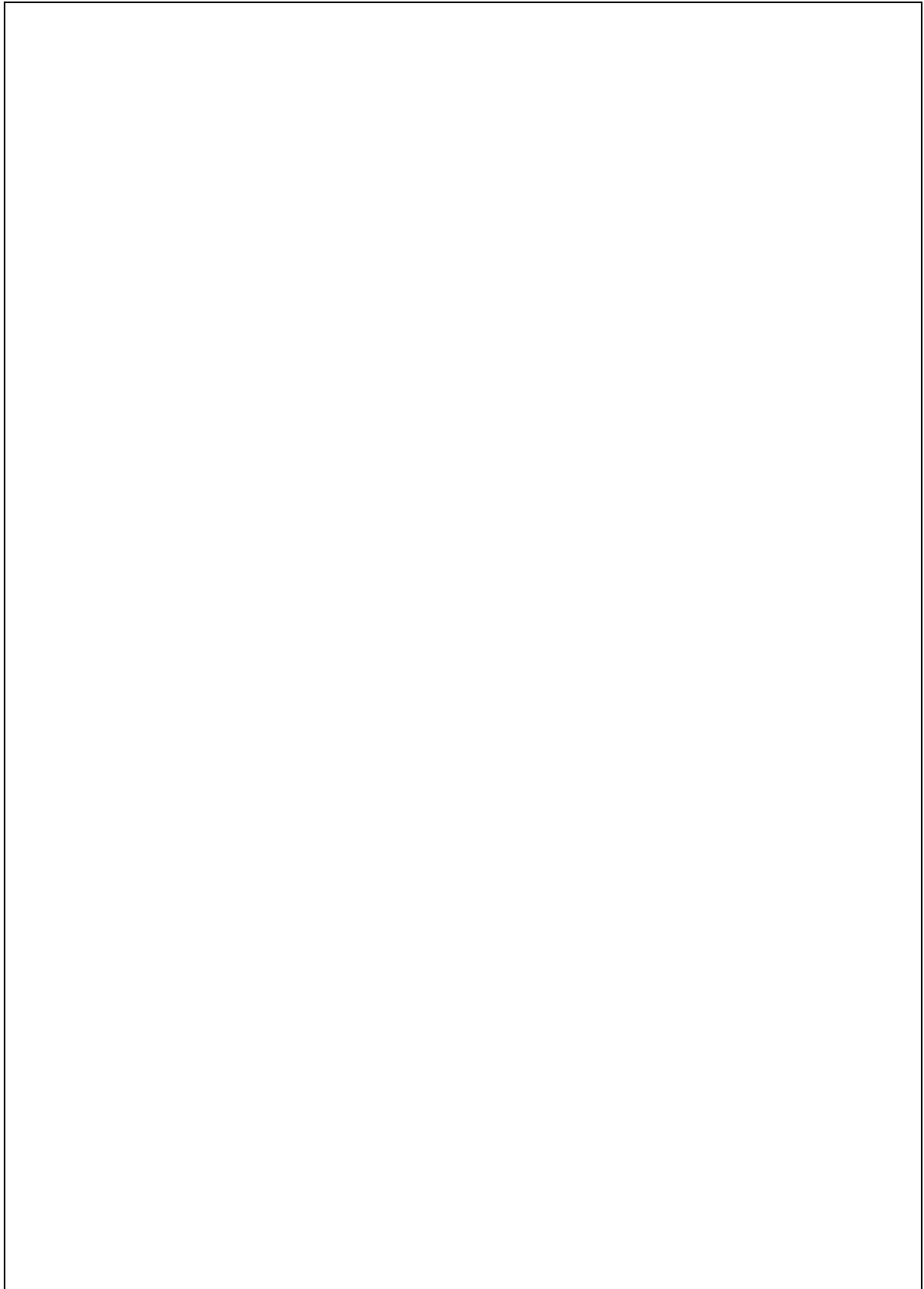
Proximo gives him a plan... "I wasn't the best because I killed quickly. I was the best because the crowd loved me. Win the crown and you'll win your freedom"

The crowd, the mob, as they were called, controlled Rome.

Maximus then sets out to win the love of the crowd.

He defies the Emperor by refusing to kill some of his opponents and wins over the crowd.

What's your Search?



B = BREAKTHROUGH

This is the moment you break out of the Pit and your Search results in either success or failure.

It's the happy ending or your sad moment for the character.

In Gladiator... it is when Maximus kills Commodus and instructs Quintus, the Praetorian Prefect (Leader of the Emperors Guards) asks him for his orders.

He says, "Quintus, free my men. Senator Gracchus is to be reinstated. There was a dream that was Rome, it shall be realized. These are the wishes of Marcus Aurelius."

Maximus dies and is successful in his quest.

To Free Rome and join his wife and son in the afterlife....

(play the video)

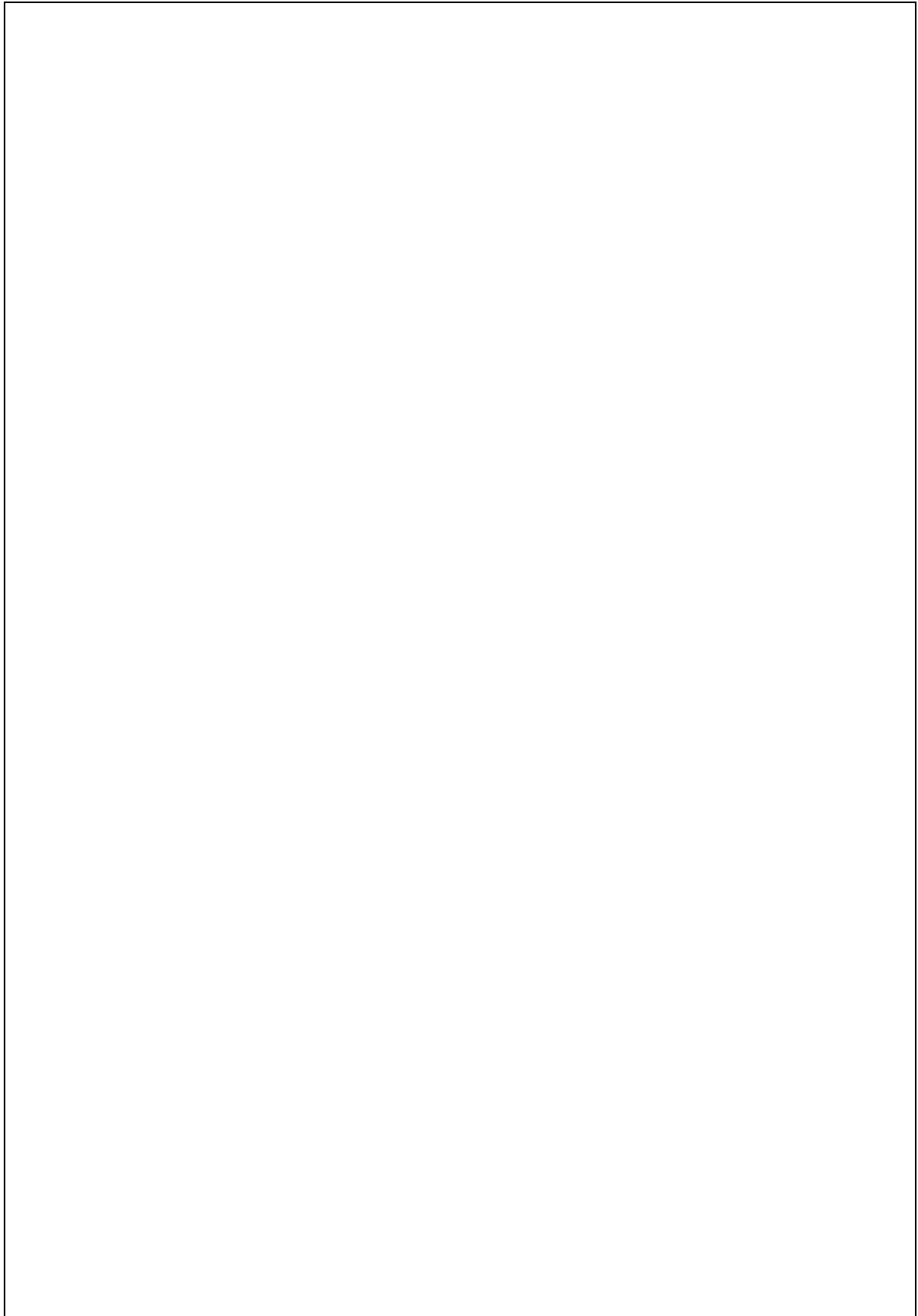
<https://www.youtube.com/watch?v=1G7GlcCdL6A>

Your breakthrough is the results you have achieved so far. It needn't be complete success because we all strive continuously to have a better life.

Share your results even if they are still minor...

To help others you only have to be two steps further along your journey than they are right now... Help them see the possibilities for their own life.

What was your breakthrough moment?

A large, empty rectangular box with a thin black border, intended for the user to write their answer to the question above.

In STEP 2 of Today's Training You Will Learn How To...

CRAFT AN AUTHENTIC BRAND AND LIFE MESSAGE

**SO YOU CAN CAPTIVATE YOUR TRIBE WITH
A MESSAGE THAT RESONATES AND ATTRACTS**

What is a Brand and Life Message?

Your Brand Message talks to your tribe, the people that want what you want and who aspire to be like you.

The purpose of crafting a Brand Statement is to position yourself and your brand.

It answers the question. What do you want people to think about you even before they meet you?

When crafting your brand statement, I want you to consider these 4 questions:

1. What is your magic power, what are you exceptionally good at and known for?
e.g. The Launch Guy – Jeff Walker, The Video Guy – Andy Jenkins etc.
2. What is your super hero identity?
e.g. The president of the internet - Frank Kern, The Queen of Facebook – Mari Smith
3. What do you stand for? What's your bigger purpose/call to greatness?
4. What do you stand against?

A great Brand Message answers those 4 questions.

Here's an example:

"Andre and Myra Kotze are known as the Dream Life Experts in the online world.

Coaching entrepreneurs is their passion. Showing them how to thrive in business and life while living their dream, without working endless hours."

Let's break this example up and see if it answers the 4 questions based on this template.

Brand Message Template

Your Brand Message is usually done in the 3rd person and can be used on your About Page or your Bio.

(Your name) is known as the most sought after (insert magic power or super hero identity) in the (niche) market place.

(He/she) is famous for (the application of your super power based on what you stand for). (Then complete the sentence with what you stand against).

Let's break it up....

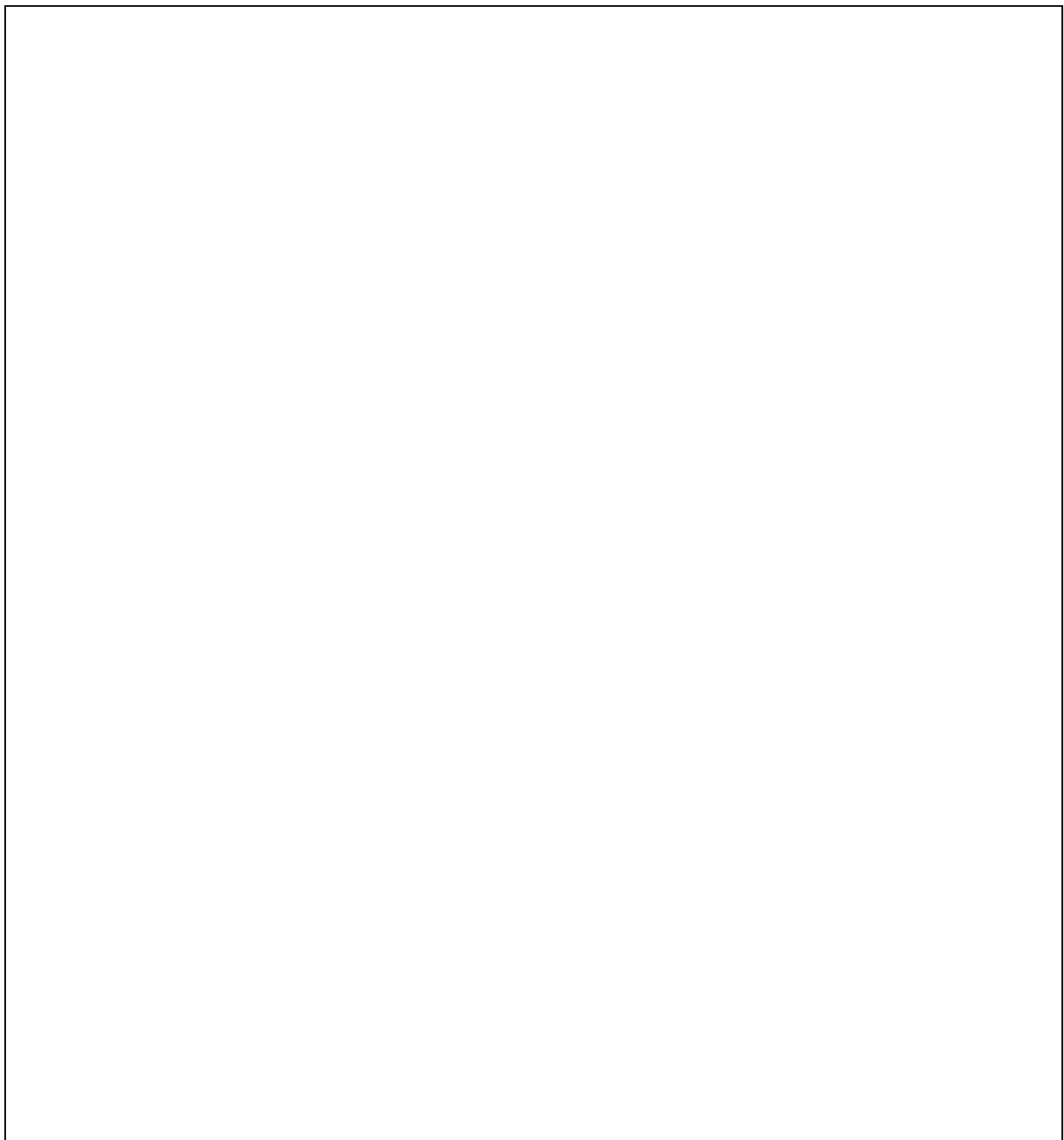
"Andre and Myra Kotze are known as the Dream Life Experts (Q1 – Our magic power) in the online world.

Coaching entrepreneurs is their passion. Showing them how to thrive in business and life while living their dream, (Q2 and 3 – The application of our super power based on what we stand for) without working endless hours." (Q 4 – What we stand against)

This is a very powerful way to craft your Brand Message to use in your marketing and positioning.

In our Masterclass we spend a whole week on refining and tweaking it so you can create the right perception and positioning in your market with your audience.

What is your Brand Message?



Ok, let's have a look at Your Life Message

The purpose of creating a Life Message is to create an identity that people can become when you craft your message.

It answers the question. What do you help them become?

Example: *"We help entrepreneurs create the lifestyle and business they truly want so they can grow their business, make an impact and have the freedom to become new lifestyle entrepreneurs."*

Life Message Template

I help people (do this) so they can (have that) and become (this).

Here's a quick bonus of another message we help you craft.

We call it The What Do You Do Message and it's structured slightly different to your Life Message.

It tells people immediately...

1. What you do
2. Who you do it for and
3. The type of results you get.

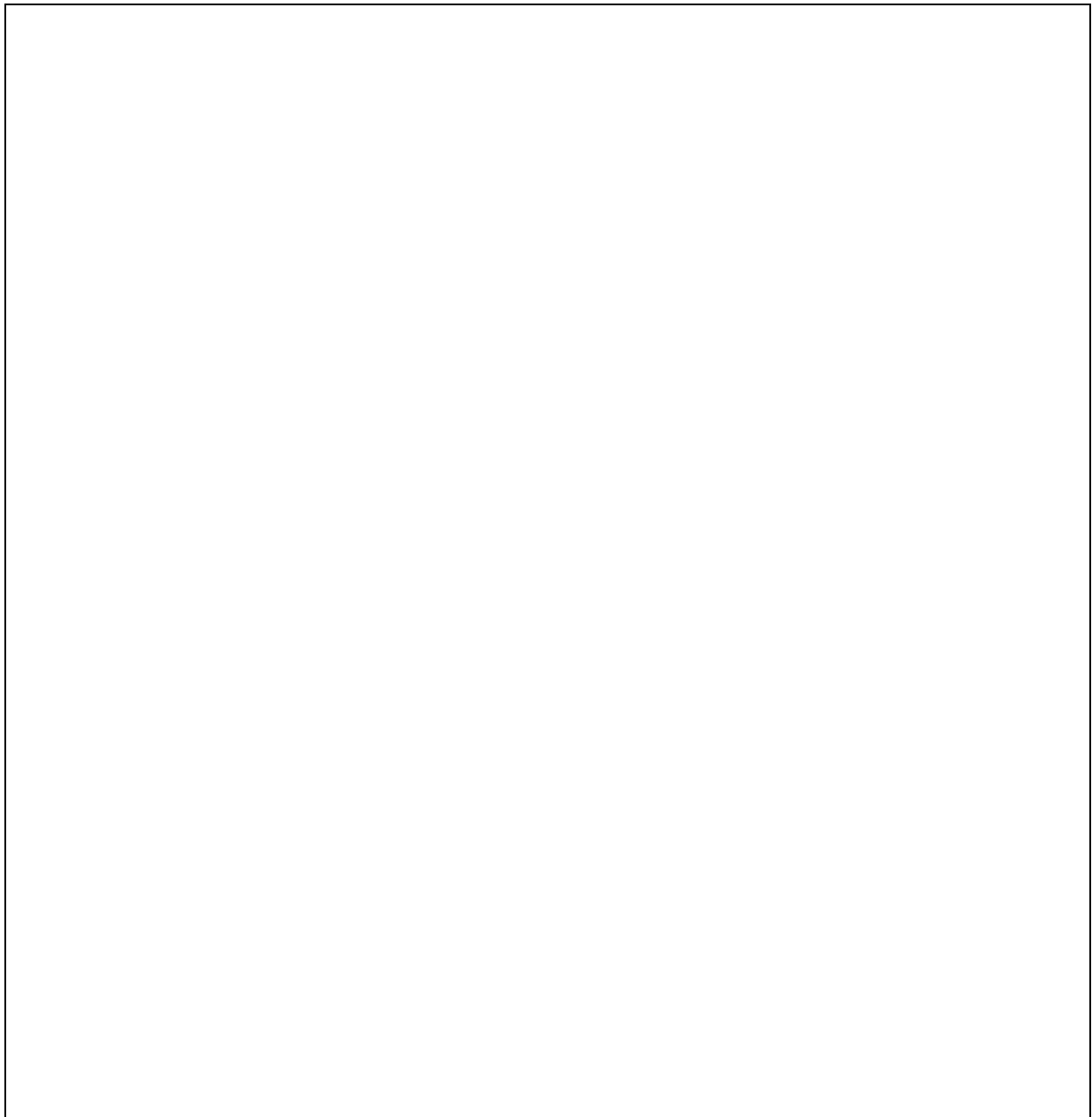
Example: "I create tools and systems for entrepreneurs to master their marketing so they can get uncommonly good results in their business and life.

The What Do You Do Template

I (what you do) for (who you serve) so they can (master/overcome/defeat) their (struggling point/problem) to gain (a huge benefit).

In the Masterclass we also teach you How To Craft your 60 Second Sales Hook and connect deeply with your ideal clients.

What is your Life Message?



CONCLUSION AND HOMEWORK FOR MASTERY

I've broken down our own story and those of some of our clients into the CPSP Formula.

Read it, study it, watch *Gladiator* and other movies and learn to see the Formula.

Feel free to **download** our life story to help you create your own.

In every great story and in every movie that captivates you and keeps you spellbound, you'll find it.

Make it your own and tell a great story using the CPSP Formula you just learned.

Crafting a Brand and Life Message that resonates with your tribe, your ideal client, is a powerful way to connect with them and show them you can help them.

You can use this workbook and the templates in it to Create Your Powerful Brand Life Story and feel free to reach out if you need help.

Andre Et Myra Kotze

Chilled Living – "It's a Lifestyle"

CASE STORIES FROM SOME DREAM LIFE ACHIEVERS

Case Story #1 – Andre & Myra Kotze – Chilled Living

The Call – Started 4 businesses so we could live our dream.

The Pit – 7 Years later after working 18-hour days, sacrificing our relations and our health we lost it all.

The Search – We went online and searched for 3 years. Tried and failed at many different business models. But we never gave up, we kept searching. We met a guide that gave us a plan and hope.

The Breakthrough – We created the Dream Life Blueprint, implemented it and started having success consistently.

We are now Living Our Dream and help others do the same.

Case Story # 2: Carlos Martin – World Kite Trip Owner

The Call – He wanted a better life and freedom.

The Pit – He struggled everyday working for someone else. He was unhappy and unmotivated.

The Search – He approached us and started working with us. We gave him a plan to follow.

The Breakthrough – Six months later he owns his own kite surfing business and is living his dream.

Case Story # 3: Patience Moyo – Beauty Salon Owner

The Call – After losing her job Patience wanted to start her own business and be in control of her own life. (She was one of the casualties when we lost everything we had.)

The Pit – She was unhappy and stressed because working for other employers wasn't what she wanted and paid very little. Barely enough for her and her young daughter to survive on.

The Search – She kept searching for two years but couldn't find a way to get what she wanted. Myra and her started chatting on Facebook again and Myra guided her and gave her a plan to follow.

The Breakthrough – After working with Myra for 3 months she started her own beauty salon where she serves mainly white clients in a country where racial stigma is very real.

She is now making more money than before doing what she loves. She is living her dream.

Case Story # 4: Raymi & Sumari – Traveling Power Couple

The Call – Both Raymi and Sumi wanted more from life than a regular 9 to 5 job. They wanted to travel the world and work from everywhere.

The Pit - Ray was regularly being paid late and Sumi didn't enjoy teaching. They worked long hours at their jobs and their small web design business. But things weren't going well. They had no time together as a couple.

The Search – They kept looking for a way to make their dream come real. When Sumi saw the breakthroughs we were having they approached us. We started working with them and helped them create a plan to work less and make more money.

The Breakthrough – A few months after they worked their plan they started their World Tour in June 2015 and have so far visited 12 countries.

They are very excited about their future and are living their dream.

>>>> Shouldn't it now be your turn to Start Living Your Dream? <<<<

CREATE YOUR BRAND LIFE STORY

AND LIVE YOUR DREAM

IT'S HOW YOU CAPTIVATE YOUR
TRIBE SO
THEY BECOME CLIENTS

“When your brand life story and message resonate you
captivate your tribe and they become clients”

Andre Et Myra Kotze