



@STEFJOANNE

**FITNESS EXPERT AND
BRANDING & MEDIA COACH**



Stephanie Joanne.com

The Business of Media, Sponsorships and
Business Opportunities

THE POWER OF BRANDING

How to grow your Brand & Business with
FREE EXPOSURE AND INFLUENCE



Stephanie Soenne.com

YOU ARE A BRAND



Stephanie Joanne.com



You are in complete control of **how others perceive you** and what you are going to be known for...



When you decide to take control of this
(by **BRANDING**), the doors of **opportunity and
demand** open!



Stephanie Soenne.com

THE END GAME

a well polished brand with...

Clarity, Strategy, Presence, Authority,
Influence, Exposure, Demand, Raving
Fans and Profit



Stephanie Soanne.com

WHEN IT'S ALL IN PLACE....

Fans, Followers, Customers, Media and Influencers will not be able to ignore you.



Stephanie Joanne.com

I WILL SHOW YOU THE STEP BY STEP FORMULA

Generate massive traction
for your Brand and Business



Stephanie Soenne.com

TODAY'S AGENDA

- 1) **MY STORY** and **HOW I BUILT MY BRAND**
- 2) **WHERE TO START** with YOUR Brand TODAY
- 3) **MY 6 STEP SYSTEM**



MY STORY...



Stephanie Joanne.com



f t g

Stephanie Joanne.com

MY STORY... WHERE IT ALL BEGAN



Stephanie Joanne.com

MY STORY... WHERE IT ALL BEGAN

Citytv on-air personalities take fitness challenge

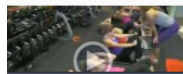
10/03/2012 03:31 PM CityNews.ca staff

Like 0 Tweet 0 +1 0



Fitness expert Stephanie Joanne measures Citytv's Tom Hayes and Frank Ferragamo for the 10 x 10 challenge on Oct. 1, 2012. Courtesy of Stephanie Joanne (@stefjoanne).

Related Stories and Links



Once again, Citytv employees – including CityLine's Tracy Moore, Breakfast Television's Frank Ferragamo and Tom Hayes – are participating in the 10-for-10 challenge.

blogs | newsletters | be in the audience | rss

Search

food & entertaining | home & garden | fashion & beauty | health & family | shows | guest experts | contests | video

Home > Blogs



Behind The Scenes

Tracy Moore with the straight goods on what's happening on the show and behind the scenes!

with host

Tracy Moore

TRACY'S BLOG

TRACY ON TWITTER

MORE ON TRACY



THE GLOBE AND MAIL

Search | News & Quotes | Jobs

Enter a term, stock symbol or company name

Search

Login

Register

Subscribe

Help

Home | News | Opinion | Business | Investing | Sports | Life | Arts | Technology | Drive | Video

Health & Fitness | Food & Wine | Fashion & Beauty | Parenting | Relationships | Home & Design | Travel | Celebrity

Health | Fitness | Health Advisor

Try Globe Unlimited - 1 month for just 99¢

And get unlimited access on all your devices

See my options!

Home > Life > Health & Fitness > Fitness



An exercise routine that keeps this TV host looking good on camera

MONIQUE SAVIN

Special to The Globe and Mail
Published Sunday, Jan. 01 2012, 4:00 PM EST
Last updated Thursday, Sep. 06 2012, 12:04 PM EDT

0 comments

0 0 0 0 0 0 0

GLOBE UNLIMITED

Your all-access

Despite having a fit pregnancy, tipping the scales at 200 pounds frightened Tracy Moore, host of CityLine, the Toronto-based lifestyle TV talk show. In the end, losing pregnancy weight was easy. By the time the baby was eight months, the 36-year-old mom weighted 154 lbs., thanks to a nutritionist and DVD workouts using kettle bells. Then, to add definition, she hired a trainer with a lean eating plan who bumped up the workouts. The result: Ms. Moore dropped 10 lbs. in a month. But her New Year's resolution is to incorporate workouts into an already busy schedule.

EQUIFAX CANADA

Get your Equifax Free Trial!

Poor Fair Good Very Good Excellent

Get My FREE Score!

IN THE KNOW

• GLOBE INVESTOR
Boomers: Why aren't retirement ads reflecting my reality?



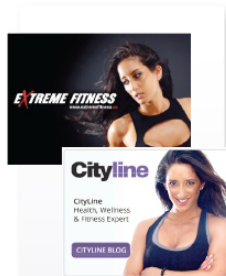
Stephanie Joanne.com

ACCOMPLISHMENTS

Stephanie's **personal commitment** and **dedication** to her mission has created many possibilities throughout her decade in the health and wellness industry, **building her brand and business in tandem.** Her vision and clarity continue to fuel her motivation and keeps her on the path she is passionately creating.

Stephanie joins Extreme Fitness and at 21 becomes the first female, and youngest ever, **General Manager**

2005



Became **Media Liaison** and **Brand Ambassador** for Extreme Fitness and secured her role as Fitness Expert to **CityLine**, Canada's number one morning show

2011



Launched **F-31 Workout DVD** with appearances on The Shopping Channel

2012



Opens **supplement retail store** in downtown Toronto

2013

Founded **FITFUTURES** campaign to inspire healthy active futures & teams up as celebrity ambassador to 60 Minute Kids club

2013



First Magazine Cover

2013



Founded **FITFUTURES** campaign to inspire healthy active futures & teams up as celebrity ambassador to 60 Minute Kids club

2013

2010

Begins **consulting health centres** in western Canada and establishing systems in various facilities across BC

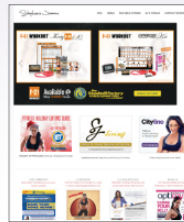
2010

Created and distributed a **self branded all natural supplement line**



2011

Official launch of **stephaniejoanne.com**



2012

Official launch of **stephaniejoanneliving.com**



2013

Stephanie Joanne Enterprises Inc. Launches **Eleven Lifestyle** - Toronto's first and only Fitness Network of independently operating professionals with a private training studio in downtown Toronto.



2013

Created **The Fight Monkey SJ Signature Series of Martial Arts and Fitness accessories** with United Fitness Ventures and The Treadmill Factory



2011



Stephanie Joanne Enterprises Incorporated is born to support her multiple business ventures and endorsements

If I could build myself to be one of the most publicized experts in my industry... (while I was working a full time job and without any idea of what the heck I was doing...)

THEN SO CAN YOU !!



Stephanie Soenne.com

LET ME TELL YOU WHAT I DID NOT HAVE...

- A background in business
- A marketing or PR degree
- Financing
- Help
- A badass network



Confession... I did not even know what PR stood for



Stephanie Joanne.com

MY STORY... WHAT I DID WITH IT...

- Built a multi 6 figure Fitness Brand
- 200 + Media Appearances
- Sponsorships and Endorsement from the largest companies in my industry
- Licensing Deals with my own product lines

MOST OF ALL... DEMAND



Stephanie Soenne.com



SO... WHERE DO YOU START?



Stephanie Joanne.com

SO... DO YOU START?





Stephanie Joanne.com

HOW CAN YOU PROVIDE VALUE FOR FREE TO GET YOUR BRAND EXPOSURE?



Come up with ideas to collect testimonials, case studies, feedback, footage, create hype and increase your brand exposure and reach...DEMAND!



Stephanie Soenne.com

- **Corporate Presentations/ Challenges**
(including media...wink wink)
 - **Sports Clubs and organizations**
- **Social Service organizations such as the Yellow Brick House**
 - **Schools (universities, ELS, etc.)**
 - **Social Clubs**
 - **Local studios and facilities**



CHALLENGE

SEND 5 PITCHES TONIGHT AND FIND ME
TOMORROW.. LETTING ME KNOW YOU
DID SO!

Here is your pitch template
www.stephaniejoanne.com/wbs15



Stephanie Joanne.com

THE STRATEGY IS IN THE SYSTEM

The Business of Media, Sponsorships and
Business Opportunities

THE POWER OF BRANDING



Stephanie Soenne.com

6 STEPS

1. Create the Business Plan for your Brand
2. Find your platforms
3. Be the Expert
4. Find the Contacts (networking)
5. Get that content out there (Pitching Yourself)
6. Shamelessly Promote your content





SCHEDULE 2 HOURS PER WEEK
(every week) for your PR &
Marketing efforts... starting this
coming week!



Stephanie Soenne.com

STEP 1. CREATE YOUR BUSINESS PLAN FOR YOUR BRAND



Stephanie Soenne.com

TREAT YOUR PASSION LIKE AN INCORPORATION.

IT NEEDS A STRATEGIC PLAN, MARKETING, PROMOTING
AND CONSISTENT MESSAGING



Stephanie Soenne.com

YOUR BRANDING & MARKETING STRATEGY

If you can not articulate with clarity why someone should follow you (yet alone buy from you) how can you expect this to work?



Stephanie Soenne.com

SO THAT BY THE TIME WE HAVE CLOSING CEREMONIES ON SUNDAY...

You can articulate with clarity..

- Who you are
- What you do
- Who you (Your Brand) is talking to
- What their pain points are (nice way of saying “what problems they have”)
- How YOU provide solutions
- What your communication style is
- The talking points you are going to be known for



Stephanie Soenne.com

BRANDING & MARKETING STRATEGY



BY THE END OF #WBS15 ...
Complete your Brand Strategy
Worksheet



Stephanie Joanne.com

“If you don’t have time to write down your goals
(and strategy), **where are you going to find the
time to accomplish them?**”



Stephanie Soenne.com



WHY I AM CONFIDENT ABOUT SUCCESS...

- I know what I want
- I know when I want it by
- I know what my strategy is to get there

**



Stephanie Soenne.com

THE BEAUTY ABOUT THIS PROCESS...

- You can Design how you are perceived by others
- You can Control what you are going to be known for
- You can Create the ways in which you add value to your audience
- You can Demand attention and Exposure
- You can Build your following and influence



Stephanie Soenne.com

THE **BIGGEST** DISCOVERY IN MY CAREER...

If you brand yourself correctly, **YOU CAN START NOW.**

You will be light years ahead with buckets of exposure and opportunities will start flooding your way even when you have yet to “package” your products, programs, websites etc



Stephanie Joanne.com



WHAT DO WE KNOW?

LET'S START WITH THE FACTS!



Stephanie Joanne.com

PEOPLE WANT TO LEARN FROM EXPERTS

- When people view you as the Trusted expert in your niche, your brand and business will naturally grow.
- People want to learn from the best and the perception is that experts with clear brands are more knowledgeable than others who are working without a brand and maybe offer “expertise” on their chosen skill sets



Stephanie Soenne.com

STEP 2. PICK YOUR PLATFORMS



Stephanie Joanne.com

TRUSTED EXPERT

- You must strategically position yourself as the trusted expert by getting yourself out there any and all available platforms to dominate your niche



Stephanie Joanne.com

PLATFORMS

- When you trickle your expertise strategically via the internet, media, print, radio you will naturally be seeing as an authority and trusted expert
- This is a strategic process which you have complete control over



Stephanie Soenne.com



CREATE A LIST OF PLATFORMS

LIST AT LEAST 20 PLATFORMS

- WEBSITES
- MAGAZINES
- TV STATIONS
- RADIO SHOWS
- PRINT
- PODCASTS



Stephanie Joanne.com

CREATE A LIST OF FUTURE PARTNERS



- Potential Sponsors
- Companies whom you would like to endorse
- Influencers who share your audience

TIP

Google list of lifestyle radio shows in canada by circulation

Google top podcasts for weightloss

Google list of lifestyle magazines in canada by circulation

Google top health bloggers in toronto

Google list of online magazines lifestyle



Stephanie Soenne.com

STEP 3.



BE THE EXPERT



Stephanie Joanne.com

All you have to do (all the time) is provide solutions to the pain points you have identified in your branding plan...

(AND BE REALLY FREAKIN' GOOD AT IT)



Stephanie Soenne.com



DECIDE BASED ON YOUR IDEAL AUDIENCE..

What is the best method of communication for your peeps?

- Video
- Blogging
- Podcast
- Social media
- Reports

How does your target persona like to receive their content... And how do you enjoy creating it?



Stephanie Soenne.com



SET DEADLINE :

Within 5 days from today..

Create 5 pieces of content that provides solutions for your audience based on the “problems” you have identified...



Stephanie Soenne.com

TIP

Relax

PICK 1 OR 2 😊



Stephanie Joanne.com

LET'S RECAP...

- ✓ **SUNDAY NIGHT (POST WBS15):** YOU KNOW YOU NEED A STRATEGY AND YOU ARE GOING TO BUILD OUT YOUR PLAN
- ✓ **TONIGHT:** YOU ARE GOING TO DECIDE WHICH YOUR PREFERRED METHOD OF PROVIDING YOUR CONTENT IS
- ✓ **5 DAYS:** YOU ARE GOING TO CREATE AT LEAST 5 PIECES OF CONTENT



STEP 4.

Find Your Contacts



Stephanie Joanne.com

**IT'S NOT FACEBOOK
STALKING**



IT'S INTERNET RESEARCH



Stephanie Joanne.com

FINDING YOUR CONTACTS INFO:

STEP 1 : Grab that list of platforms you have built

STEP 2: Create a column titled “contacts”

STEP 3: Before e-mailing or getting in touch with anyone look up the contacts contact info

STEP 4 : Update this contact information on your list



HOW TO FIND THE CONTACTS:

You are looking for editors, publishers, producers, blog owners, etc.



Stephanie Soenne.com

IN TORONTO CREATIVES

25 Magazines from Toronto You Should Know About

Posted by *alyskacharies* on Aug 13, 2012 | One Comment



X LUSH LUXURY

CATEGORIES ▼ MORE ▼ BLOG ▼

About Us

LUSH LUXURY is an award-winning, internationally-acclaimed magazine that embodies the spirit of fine living. From fashion and style to profiles of trend-setters and the true luxury cognoscenti, LUSH LUXURY is for the educated, affluent, fashion-forward and young-at-heart.

Key Team Members

Mark Keast – Publisher & Editor-in-Chief

Francesco Max Chieffallo – COO/Director of Operations

Mark Harrison – Sales & Advertising


Jan Haringa – Art Director



Stephanie Joanne.com

← → ↻ lush magazine editor in chief
lush magazines editor - Google Search
lush magazine editor in chief
lush magazine editor



 **Mark Keast** 2nd
Publisher/Founder Lush Luxury Magazine
Toronto, Ontario, Canada | Publishing

Current	LUSH LUXURY Magazine
Previous	Breakout Magazine, Bisnow, Golf Canada Magazine
Education	Ryerson University

[Connect](#) [Send Mark InMail](#) 500+ connections

☆ [Contact Info](#) ca.linkedin.com/pub/mark-keast/14/541/415



Stephanie Joanne.com



ADD CONTACTS TO YOUR PLATFORM LIST

Should have at least 20 contacts you can reach out to



STEP 5.

GET YOUR CONTENT OUT THERE



Stephanie Joanne.com

HERE IS HOW THIS WORKS...

It is important to have your expert content on your own blog as well as your expert content on other platforms (Media)....



Stephanie Joanne.com

stephanie joanne

Web Images Videos News Maps More Search tools

About 29,000,000 results (0.52 seconds)

Stephanie Joanne Enterprises Inc - Personal & Business Coa...

www.stephaniejoanne.com/

Google+ page · Be the first to review

720 King Street West #475, Toronto, ON M5V 3S5
(416) 278-5516

Stephanie Joanne (@StefJoanne) | Twitter

<https://twitter.com/stefjoanne>

9614 tweets · 775 photos/videos · 32.7K followers. "Wow watching #Raptors and the stadium literally cleared with 3 mins left in the 4th. Is this normal.

Images for stephanie joanne

Report images



More images for stephanie joanne

Citytv on-air personalities take fitness challenge | CityNews

www.citynews.ca/2012/.../citytv-on-air-personalities-take-fitness-challen...

Oct 3, 2012 - Fitness expert **Stephanie Joanne** measures Citytv's Tom Hayes and Frank Ferragine for the 10 x 10 challenge on Oct. 1, 2012. Courtesy of ...

You've visited this page 2 times. Last visit: 28/05/14

Stephanie Joanne | Facebook

<https://www.facebook.com/StefJoanne>

Stephanie Joanne. 26420 likes · 128 talking about this. Canada's Fitness Expert, Branding & Media Coach to entrepreneurs and future leaders.

Stephanie Joanne Living | Lifestyles for those who want to ...

www.stephaniejoanneliving.com/

Transform with SJ. Brought to you by **Stephanie Joanne** and Angella McNally. Transforming lives through fitness, food and giggles.

Stephanie Joanne (@stefjoanne) • Instagram photos and ...

[instagram.com/stefjoanne](https://www.instagram.com/stefjoanne)

Stephanie Joanne Coaching Experts in Branding & Media ☐It's time to Brand your Passion and let the WORLD know who YOU are! ☐FREE Feb Online ...

Stephanie Joanne | LinkedIn

<https://ca.linkedin.com/in/stefjoanne>

Toronto, Ontario, Canada - Personal Branding & Media Coach | Business Consultant | Health Expert | Speaker

View **Stephanie Joanne's** (Canada) professional profile on LinkedIn. LinkedIn is the world's largest business network. *haininn nrofessionale lika Stephanie*

“ONE FOR ME & ONE FOR YOU”

Google

stephanie joanne

Web Images Videos News Maps More Search tools

Page 2 of about 29,000,000 results (0.32 seconds)

Stephanie Joanne kick starts your new year fitness resolutions

www.bttoronto.ca/videos/3001078376001/

Stephanie Joanne kick starts your new year fitness resolutions. **Stephanie Joanne**, Cityline Fitness Expert. Facebook · Twitter · E-mail · Latest · News & Weather ...

Celebrity Legs EXTREME FITNESS w STEPHANIE JOANNE



www.youtube.com/watch?v=ZHVPr8G9Qp4

Sep 18, 2011 - Uploaded by ExtremeFitnessCanada

www.extremefitness.ca/social - **Stephanie Joanne**, personal trainer demonstrating how to develop Celebrity ...

An exercise routine that keeps this TV host looking good on ...

www.theglobeandmail.com › Life › Health & Fitness › Fitness

Jan 1, 2012 - Mother and talk show host Tracy Moore finds the time for a seriously focused exercise regimen.

RAW BEAUTY – STEPHANIE JOANNE | #doingmyjob

producttoronto.com/2014/06/raw-beauty-stephanie-joanne/

Jun 10, 2014 - Meet **Stephanie Joanne** fitness woman extraordinaire. Stephanie is easily one of the busiest women I have ever met. She entered the fitness ...

Nothing Can Stop Me – Stephanie Joanne | Socially Fit

<https://sociallyfitblog.wordpress.com/.../nothing-can-stop-me-stephanie-j...>

Jun 7, 2013 - My life is a happy balance – **Stephanie Joanne**. Describing myself and what I do is always the most challenging task. To be very honest, the ...

stephanie joanne | - Extreme Fitness - WordPress.com

<https://extremefitnesscanada.wordpress.com/tag/stephanie-joanne/>

Posts about **stephanie joanne** written by extremefitnesscanada.

“It works for me!” - Stephanie Joanne | Blog | Best Health

www.besthealthmag.ca › Blog

Apr 30, 2014 - Growing up in Europe, personal trainer and fitness expert **Stephanie Joanne** spent her days playing sports with her brother and his friends.

10-Minute Tuneups: Stephanie Joanne's leg toning workout ...

www.besthealthmag.ca › Best You › Workout Routines

10-Minute Tuneups: **Stephanie Joanne's** leg toning workout. Summertime is the seasons for shorts, skirts and dresses. Tone your legs any time with this 10 ...

Stephanie Joanne Todays Notable Young Professional

notable.ca/.../Stephanie-Joanne-Todays-Notable-Young-Professional/

Dec 23, 2013 - Today's Notable Young Professional is Cityline health and fitness expert **Stephanie Joanne**, who's offers her advice, motivation and education ...

Stephanie Joanne | Eligible Magazine

www.eligiblemagazine.com/author/stephanie-joanne/

Stephanie Joanne is a well-established professional in Toronto's fitness industry. She



Stephanie Joanne.com

THE “BEING THE EXPERT” SYSTEM....



Decide which day of the week you are going to post on your platforms...

AND DO IT LIKE IT'S A JOB
(because it is)

... starting this week



Stephanie Joanne.com

TIPS FOR YOUR CONTENT

- Plan ahead what you are going to post
- Put it out there that you will be posting it (so you feel like a loser if you don't)
- Put time in your schedule to create it
- Schedule 15 minutes to promote the post (social media and e-blast)



Mon 26	Tue 27	Wed 28	Thu 29	Fri 30	Sat 31	Sun 1
EADLINES THIS W...	DONE Bulets to Mic... SJ Promote Webinar... Due PPT for summit...	2175 Contacts vera bday	WEBINAR I need to promote B... Due 30th - FitnessB... PM webinar	FBS DUE to stephen debbie king website...	SJ- due yoga blog c...	Optlyze due Holly Branding Main... New Event
7 AM J.com Yoga tree log 2. Helene please post today but no roadcast	New Ev... New Ev...	7 AM Wed 28th DONE Content Blog titles " Ever feel useless as an Entrepreneur?"		7 AM Havin' any biz or branding Struggles? Happy Friday! Just a quick e-mail to make sure you have		
9 AM DUE - W- leatu red grap tic nto	9 AM DUE SJ SJ WBS...	9 AM Content Blog titles "...	9 AM SJ promte fight monkey on social M - 10 AM BOX	9 AM 30115 - SJ to broadcast to ALL E- mail broadcast no blog invite to ask questions entrepreneurs, like yourself ,and it's a great place to ask questions, network	9:15 AM CONTENT 10 AM TF jam	9 AM SJ WORK DUE INSIDE FITNESS, BEST HEALTH AND OPTI ARTICLES, YOGATREE BLOG
CAN... 519.64... Barbara Berry ...	11:15 AM TF 11:45 AM SJ Mak...	12 PM DONE S... 12 PM Hair Elana - Branding	1 PM SARAH coaching call #7 VA call	12 PM hair DEADLIN ES FOR MONDAY are. (ITEMS TO GET TO HELENE BY FRIDAY) BEST and hang HEALTH	1 PM FAMJAM	2 PM DUE - SJ send MYBRANDINC doc mag to M , SJ send PPT pres to helen for edit
3 PM erik #5	2 PM Joe arko @tf	1:30 PM DONE H- Fridays E...		3:30 PM Terry edit, due 2nd to		
5:30 PM (6:30 PM AST) Tania NO	5 PM BOX	5:30 PM (6:30 PM AST) Tania		3:30 PM Meeting with SJ/ TF and Fibo Joe TBD ...		
45 PM forkout 7 PM New Event		6:45 PM Jiffy day			7 PM UFC Fights	7 PM New SUPERBOWL TERRY
PM		8 PM	8:15 PM			



Stephanie Joanne.com

AND... ONE FOR YOU...

During that 2 hour PR/Marketing session you will begin to make connections with your contacts

The goal – Get your content on their platforms in front of their audience whom you have identified as your ideal clientele



Stephanie Soenne.com

BOSS



Getting your content out there does 2 (maybe 3) things:

- 1) It establishes authority and influence (credibility)
- 2) It makes you more “Google-able” (exposure and demand)
- 3) Gives you an EGO boost (whatever turns you on...)



Stephanie Soenne.com


The Formula for Pitching “ONE FOR YOU” to your desired Platforms and Partners

Ask yourself “What do they need”?

And provide it in a way that is simple and requires a Yes or No reply



Stephanie Soenne.com

INFO Stephanie Joanne 

To: Tyler@PeakeMedia.com

E-Intro Stephanie Joanne

February 1, 2015 at 1:47 PM

[Hide Details](#)

Sent - (mt) info@stephaniejoanne.com

Hey Tyler!

Hope this note finds you well! I was just spending some of my pre-superbowl sunday doing some surfing online and I came across Boxpromag.com

I wanted to reach out and see if there were opportunities to provide value to your audience and readers.

I am a media and branding coach to wellness entrepreneurs and have worked with quite a few Crossfit athletes and Box owners.

Would you like a guest blog around the topic of getting free exposure as a Crossfit athlete or Box Owner?

Let me know if an article like this would be of interest to you :)

Looking forward to connecting,

Stephanie Joanne

Branding Coach & Fitness Expert

c: 416-278-5516

w: www.stephaniejoanne.com



Stephanie Joanne.com

STEP 6.

SHAMELESSLY PROMOTE



Stephanie Joanne.com

@STEFJOANNE

Please make sure you
come see me!!

LET'S TAKE A SELFIE

#WBS15



Stephanie Joanne.com

ANYONE WHO MENTIONS YOUR NAME
ANYWHERE... YOU MAKE SOMETHING OUT OF IT

“NEWS”
“IN THE PRESS”
“AS SEEN ON”



Stephanie Soenne.com

DISCLAIMER/ WARNING

If you are looking to promote or endorse other brands, products and or services...

BE SMART WITH YOUR BRAND



Stephanie Joanne.com

MY GOAL WAS “BIGGEST LOSER AUDIENCE”

Everything I did, posted and said.. I would say to myself

“If the executives at Shoppers Drug Mart, Lulu Lemmon, Nike, etc. saw this post... would it represent my brand favorably and be in line with their messages?”



Stephanie Soenne.com

HOW?

- Save everything (Get copies and Screen Shots)
- Promote it via your social media and blog (if you have one)
- Post it in your portfolio



Stephanie Soenne.com

TIP: MY RULE OF 1 IN 3 WHEN POSTING ON SOCIAL MEDIA


People want to follow people, they will follow you for you.
Just promoting “Look at me .. I’m so amazing.. I’m famous” is uber
ANNOYING

- 1) Post your show-off stuff (media hits and published content)
- 2) Be the expert and provide solutions (asking for Nada in return)
- 3) Post your life (Where your personality comes in)



Stephanie Soenne.com

*Hurry Seats are limited
ABOUT YOUR BRAND
REFINE & SIMPLIFY




stephaniejoanne
 Helping Fitness, Health & Passion Experts Build Powerful Brands with Exposure and Demand | FREE Feb Online Workshop |
<http://www.stephaniejoanne.com/discover>

Follow


900 posts 32.1k followers 1,517 following

January 2015

When I clean my room:
 1% Cleaning.
 29% Complaining.
 70% Playing with stuff I just found



REPRODUCTION OF THIS IMAGE IS STRICTLY PROHIBITED



DISCOVER THE POWER OF BRANDING






Photo Report

ONLY PUT PEOPLE ON YOUR TEAM THAT ARE PASSIONATE ABOUT YOUR BRAND




IT'S 2015
 STOP DOING IT ALL
 REFINED & SIMPLIFIED


WHISTLE WHILE YOU HUSTLE




THE HUSTLE


I Promise You








Yogatree THE CHALLENGE IS ON!







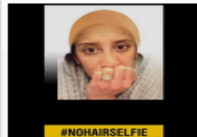




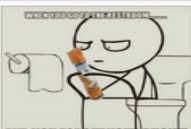


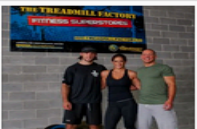








#NOHAIRSELFIE










DON'T LET SMALL THINGS TELL YOU YOUR BREAKS ARE TOO BIG



30 DAY CHALLENGE



Stephanie Joanne.com

LET'S RECAP...

1. Create the Business Plan for your Brand
2. Find your platforms
3. Be the Expert
4. Find the Contacts (networking)
5. Get that content out there (one for me, one for you)
6. Shamelessly Promote your content



MY GUARANTEE....

If you follow this strategy consistently, you will build your expert brand which is in demand and your exposure will begin to snowball



Stephanie Joanne.com

Once people see that you are consistently providing quality expertise in a strategic way, you will get noticed.

The more exposure you get, the more exposure will come.

People, Business and Brands will seek you out and contact you (and PAY you)!



Stephanie Soenne.com

SO THE THREE TRANSFORMATIONS ARE..

FROM **SKILL SET** TO **TRUSTED EXPERT**

FROM **JOB** TO **BRAND**

FROM **GETTING BY** TO **DEMAND AND MASSIVE INCOME**



Stephanie Joanne.com

LET ME HOOK YOU UP WITH SOME FREEBIES

1. Strategy Call Recording with Worksheets
2. Blank Media Kits and Templates
3. My Slides

www.stephaniejoanne.com/WBS15

Please come introduce yourself and take a selfie with me!!!!

@stefjoanne



Stephanie Joanne.com



Stephanie Joanne.com