



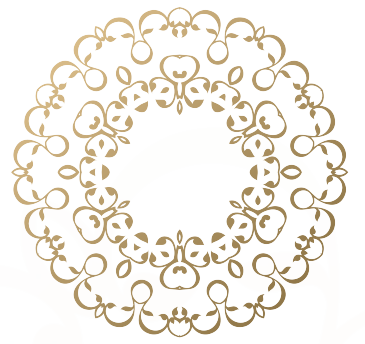
DEEP DIVE #3

# LET'S OUTLINE YOUR INTELLECTUAL PROPERTY



MAKE YOUR MARK GLOBAL

# MY GOAL TODAY



MAKE YOUR MARK GLOBAL

PROVIDE YOU WITH A  
PROVEN ROAD MAP TO  
SUCCESSFULLY CREATE YOUR  
OWN SIGNATURE PRODUCT  
IN 30 DAYS OR LESS



DR. ANDREA PENNINGTON  
MANAGING DIRECTOR

*"I help soul-conscious **coaches, healers & Lightworkers** share their knowledge with the world through **publishing, TED talks, courses & products** for global impact."*

Personal  
Branding

Content  
Development

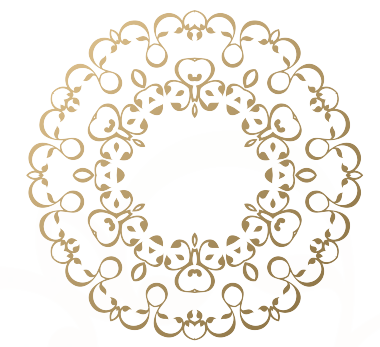
Publishing & Media  
Production

Lightworker Activation  
& Mentoring





# INTELLECTUAL PROPERTY



MAKE YOUR MARK GLOBAL

Legal term for intangible property that is the result of creativity.

Creations of the mind, such as:

- **Inventions & ideas**
- **Literary & artistic works**
- **Designs**
- **Symbols, names & images**

4 Types of IP which can be legally protected

- **Patents**
- **Copyrights**
- **Trademarks**
- **Trade Secrets**



# WHAT CONTENT & PRODUCTS COULD YOU OFFER?



Leverage  
your wisdom  
&  
expertise



MAKE YOUR MARK GLOBAL



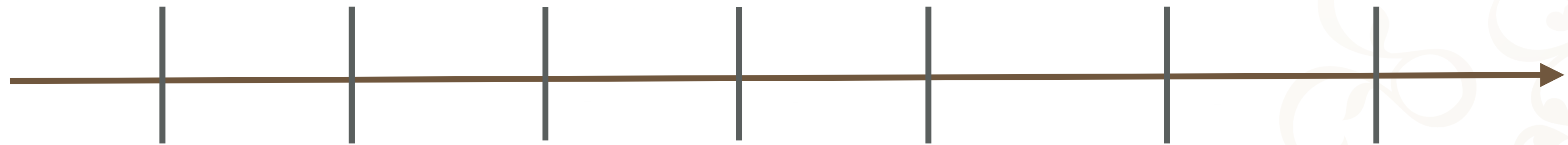
# WHAT TRANSFORMATION CAN YOU ENABLE?



MAKE YOUR MARK GLOBAL

Steps

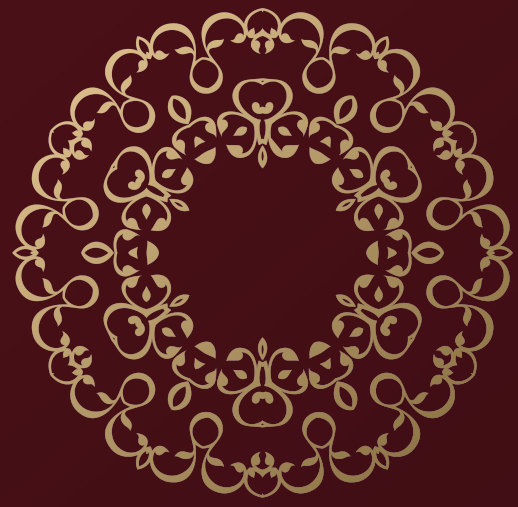
Now



Then

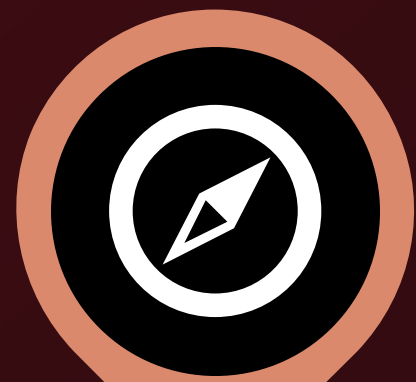
Milestones





MAKE YOUR MARK GLOBAL

# 5 STAGES OF BUSINESS GROWTH



CALL TO  
VISION

Create Your  
Blueprint



POSITION

Define Your  
Brand Identity &  
Build Your Platform



PRESENT

Establish Your  
Credibility & Elevate  
Your Prestige



PROMOTE

Leverage Media  
Partner & Collaborate



EXPAND

Glow  
Globally



# GLOBAL LUMINARY CHECKLIST: THE ESSENTIAL ELEMENTS



MAKE YOUR MARK GLOBAL



Brand Identity  
Style Book  
Brand Dictionary  
Niche & Avatar Profile  
Website, Logo, Photo  
Lead Magnet & Nurture Sequence

POSITION



Specialty Content  
Intellectual Property  
Signature Speech  
TEDx or Keynote  
Prestige Content  
Social Proof, Nurture & Grow Community

PRESENT



Media, TV, Radio, Print  
Joint Ventures  
Influencers  
Big Events, Conferences

PROMOTE



Publishing  
Courses  
Workshops, Seminars  
Retreats

EXPAND



# PROFITABILITY FOR THE FUTURE

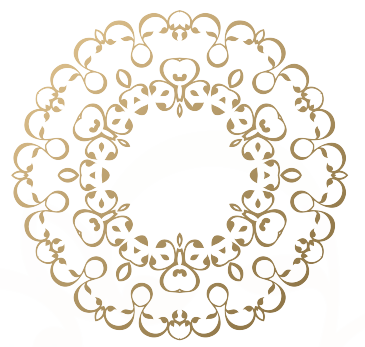


MAKE YOUR MARK GLOBAL

- In 2015 the Global E-Learning market was at \$107 Billion in 2015 (Forbes)
- It was estimated to Reach \$325 billion by 2025 (Research and Markets)



# HOW TO EARN \$100K PER YEAR



MAKE YOUR MARK GLOBAL

 Kevin Kelly: 1000 true fans



X \$100 product = \$100,000 revenue



GET NOTICED

GAIN RESPECT

MAKE YOUR MARK

# THE AUTHENTIC PERSONAL BRANDING BOOTCAMP



Join for \$44!  
(Normally  
\$197)



MAKE YOUR MARK GLOBAL