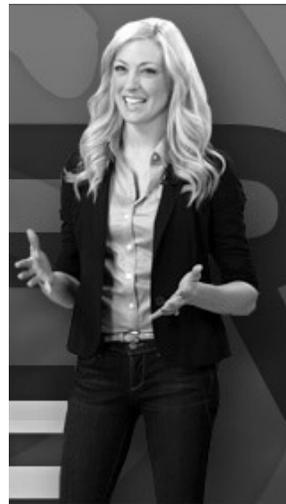


SHANNON OLEEN SPEAKS



Personal Brand Overview

REV December 25, 2012

INTRODUCTION

Your brand has a number of challenges to address/overcome.

- The marketplace is crowded with people who call themselves motivational speakers, self-help gurus and life coaches....*how do you establish and grow your credibility amid the experts and distance yourself from wanna-be's lacking in solid, useful messages?*
- Many of the speakers have a ready-made "hook"... PhDs, amputees, survivors, authors, athletes and past CEOs...*how will you stand out?*
- The motivational speaker category is largely populated by males, with the occasional female speaker; average speaker age appears to be around 40+....*how can you best leverage the unique perspective of being a younger female?*
- You are young and have not delivered a significant number of speeches...*how can you demonstrate to potential clients that the insights you offer in your message far offset your current level of experience and somewhat narrow market presence?*
- There is a secondary, overlapping area of competition from a group who may do speaking engagements but who primarily use social media and publications to communicate with and motivate their audiences. (Gabby, Christine, Danielle, etc). While this group won't necessarily compete for your jobs, but they may offer a point of comparison to your audiences....*we must insure that the authenticity of your message, vocabulary and content can counter these glossy, highly-packaged, contemporary motivators.*

What must your brand stand for in light of these challenges?

- Fresh perspective; you represent the new generation of inspiring speakers in both age and message
- Authenticity, honesty; Midwest values
- Practical, real-life concepts for realizing dreams & aspirations
- Messages of triumph over adversity, tragedy, betrayal

The Competition

(who are they and what do they stand for?)

Your competition falls into two main categories:

- a. Experienced mainstream motivators (with universal messages of success and fulfillment targeted at wide audience)
EX: Tony Robbins, Zig Zigler (adult self-help, achievement, success)
- b. Niche motivators (with messages and personalities that appeal to specific ages, interests, lifestages, etc)
EX: Jeff Yalden (teen), Jason Dorsey (Gen Y), Gabby B (20+ women), Mastin (20+)

The Opportunity

(what spot/niche can you claim for yourself in the marketplace?)

Recommended targets for the next 3 - 5 years:

- *Continue using current strengths and experience to position yourself to the: **Youth & College Markets 12 - 24***
(Need to refine existing speech with more nugget-worthy language, greater focus, tighten up)
- *Use your youth-speaker experience, past adversity, current success and to position yourself to the: **Young Hires New to Workplace Market***
(Need new presentation, more about overcoming challenges, stress, emotional intelligence, team building ; might incorporate some youth elements)
- *Use your strength, unique background and success as a woman in business to position yourself to the: **Women in Workplace Market***
(Need new presentation, more success-oriented, focus on emotional intelligence, team building; might incorporate some youth speech elements)
- *Could also seek focused speaking opportunities on topics of: **Team Building and Emotional Intelligence***

What is your brand's mission? (what is your promise to your audience?)

As a keynote speaker and author, you engage with your audience in a relatable, approachable “one on one” way; using your own life experiences, encounters with adversity, positive energy and authenticity to provide participants with nuggets of inspiration they can use to pursue and achieve their life goals.

Who are you? (what position can you own?)

Shannon Oleen is a fresh, authentic voice, captivating and inspiring audiences of all ages with her Midwestern practicality, unique insights, positive energy, and nuggets of inspiration they can use to pursue and achieve their life goals.

What unmet market need can you fill?

You can be a truly authentic, fresh, empathetic, “new generation” voice in the marketplace—with no agenda other than a deep desire to share practical wisdom, and energize and inspire people to realize their personal happiness and success.

How do you do it differently/uniquely? (what is your brand differentiation?)

Yours is a peer-to-peer approach rather than a teacher to student approach. Your cheerleading past is a part of your approach...you are STILL a cheerleader, applying your positive energy to practical insights...helping audiences gain yardage in life rather than on the field.

Why do you do what you do? (what is your core purpose?)

You are a nurturer at heart, a cheerleader in every way for everyone...you take pleasure in seeing and helping others gain the enthusiasm, drive, focus, confidence and energy to achieve success.

Brand personality and tone adjectives

Approachable, authentic, sincere,
inspiring, practical/sensible, insightful
beyond her years, energizing

Positioning Statement

For audiences seeking fresh perspectives and insights to help them achieve personal success in life and work...

Shannon Oleen is the motivational speaker with a fresh Midwestern honesty and sincerity, who delivers authentic, practical and inspiring messages...

...messages that audiences will easily relate to and be eager to apply to their own lives.

Marketing language exploration

Shannon's Six Signposts Of Positivity

1. Be The Mirror

It's good to be your own best critic—as long as your thoughts are CON-structive rather than DE-structive. Make time every day to review YOU.

2. Open Yourself To The New

Detours happen on everyone's life road; these are the times to reassess...NOT stress. Open minds open up new (and often better) paths.

3. Never Give Up On Yourself

It's not always about the goal (or missing it)—it's about believing in YOU, even after you stumble.

4. Work It 'Til You Win

Go hard, go long and don't stop until you get there. If you don't, someone else will!

5. Adopt The Attitude

Attitude is everything. If you decide the world is against you, it WILL be. Like a magnet, negative repels and positive attracts. Guess which end you want to be?

6. Embrace The Moments

Family, friends, perfect moments...never forget to slow down on your life road and appreciate them before they end up in your rear view mirror and disappear. Nurturing a healthy personal side helps bolster a successful professional side to create a complete YOU.

Random thoughts on Design Elements, Logo, Fonts, Colors

1. Suggest exploring a refinement of your “S” icon button to a more sophisticated, professional and designerly look and feel. Some examples of single letter logos:

<http://www.cruzone.com/2011/05/13/single-letters-logo-designs/>

<http://designmodo.com/55-inspiring-examples-of-single-letter-logo-designs/>

www.graphicdesigninspiration.net/2012/08/23/collection-of-single-letter-logo-design-inspiration/

2. Suggest incorporating more of your purple signature color into your website redesign, along with a second color, plus more white space for a fresher, more contemporary look.
3. Suggest exploring a new headline font for your marketing materials and for your name treatment. Also a new font for body copy. Think sophisticated and professional, yet still feminine. Timeless rather than trendy.

New headline font such as: **Helvetica Neue family**

New body copy font such as: **Cambria**

There are certainly other fonts that fit the bill as well.

Next immediate steps...

1. Review branding document and polish/revise anything that doesn't feel comfortable or authentic about your new brand "portrait."
2. Develop your hook...your unique tagline...based on the new brand portrait.
3. Explore value of translating your hook into a second URL.
What is the marketing value of this? What are the goals?
4. Revise your current speech/presentation to align look, feel and verbiage with your new brand portrait.
5. Revise your current website to align in look, feel and verbiage with your new brand portrait.

More steps to come....