

MAKE ANY BRAND LOOK PROFESSIONAL

AUTHENTIC BRANDING

FOR FREELANCERS AND OWNERS



BY BOOST MANIFESTO
UNIVERSITY

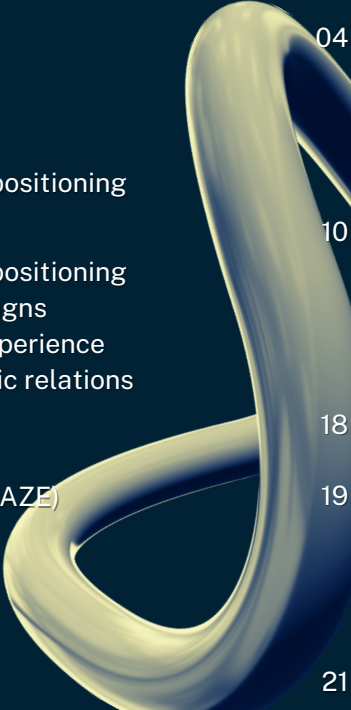
WWW.BOOSTMANIFESTO.COM





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ABOUT BOOST MANIFESTO



Boost Manifesto University
By @jacarlosjimenez



Boost Manifesto University



Twitter Instagram Facebook YouTube
@boostmanifesto
www.boostmanifesto.com



JOIN WITH NOTHING AND LEAVE
WITH A BUSINESS RUNNING.



10 CAMPUSES
9 STUDYING TOOLS
STEP BY STEP



ACCESS BMU



Founder: Carlos Jiménez

He has lived in +14 countries and has over a decade of experience in Business Development and Startup Management.

The mission of **Boost Manifesto University**:

To make our all encompassing, ready to execute knowledge about Entrepreneurship & Personal Growth accessible to the wealthy and the poor, all over the globe.

"The only place where you enter with nothing and leave with a business running"

- In BMU, we equip you with everything you need to become a business owner. Being built for people at every level, even current owners will learn how to take their business to the next level.
- The Brotherhood on Discord to discuss various topics and share news about BMU.
- The Fraternity on X: Knowledge base for Business, Communication, Fitness & P.Growth.
- The University App: BMU Web/App developed with 9 different tools, Collaborations with Experts, Chats, Live Sessions, 33+ ways to monetize within 10 campuses.

Project: Boost Manifesto

Our social proof and the way in which BMU has been developed demonstrates our expertise in the field. We only talk about methods that have been tried and tested in our own ventures and with our own clients.

BMU offers an alternative for extremely expensive and time-consuming educational courses. Being an info product that has been organized in 10 campuses, it saves years of learning and by providing theoretical education that is easy to implement in the market from day 1.

INTRODUCTION

IN THIS GUIDE WE WILL DIVE INTO THE REALM OF BUSINESS ENGINEERING, MARKETING & COMMUNICATION TO DOMINATE THE ASPECTS THAT WILL LEAD OUR AUDIENCE TO PERCEIVE US FOR WHAT WE REPRESENT INSTANTLY

When we create a brand, we usually think of the outcome forgetting the essentials and the steps required to reach our final goal. This can be easily avoided by building communication strategies and deciding how we want people to perceive us. That's branding. It includes the brand's voice and message being conveyed to viewers through marketing strategies ranging from choosing the colors of your brand to setting up a profile.

To execute this plan perfectly, just setting a color scheme isn't enough. Your tone, your message, and your vision must be interpreted correctly in an instant by anyone who comes across your brand. That way, you will be remembered, and in times of need, they will come to you. If you don't exist in their minds, you won't be reached out to. And if you aren't understood (more on this ahead), how will a person know that you provide a life-changing service, or that you are trustworthy enough to be paid large sums of money? Set your authority from day 1 by looking like a professional at what you do. The higher the quality of your presentation, the more expensive you are.



THE BEGINNING



1. BRAND DESIGN

Making your brand stand out is not just about having a compelling offer, you have to be engaging and aesthetic enough to keep people active and paying attention to what you do. That will only happen if they want to stay updated with your content, if they relate to it, and if they vibe with it.

Forcing interactions with your ICP (more on this in our ebook "Narrow Leads") or target audience may hurt your brand and lead to burnout. Thus, we don't recommend to start pitching right away. Instead, create a warm introduction to your brand instead of a cold entrance.

1.Brand Purpose: This isn't about money, this is about what we are going to do to create a product, and what we want to achieve. As a consequence, we will make money.

Our Purpose: Make Business and Personal Growth Education Accessible For Everyone

1.Brand Values: What your brand stands for and the things that it won't tolerate or accept while interacting with the world.

Our Values: Charisma, Charity, Honesty, Stoicism, Authenticity and Empathy.

1.Brand Identity: This includes your brand's name, logo, colors, typography, and imagery. Consistency across these elements is crucial for creating brand recognition and trust.

Our Brand's Name: Boost Manifesto University

Our Colors: 

Our Typography: 

Title
SUBTITULO
Encabezado

Narcissus
SEQUEL
Rubik

Our Logo:



THE BEGINNING

2. BRAND IDENTITY DESIGN



Brand Voice and Tone: This is how you want people to perceive you when they read your text, shaping how they understand your message. For example, when you've spoken to a close friend over text to such an extent, that you can almost hear their voice while reading because you understand their values and communication style.

Our Brand Voice: Cheerful - Inspirational - Brotherhood / "Hey Bro! What's up? All good?"

Target Audience: It's crucial to identify who you aim to make an impact on with your messages. Who are the people that should understand you, and for what purpose? Are you selling to them, or using their exposure to attract a larger audience to your brand? Is there a campaign that requires views? Your Target Audience may vary based on the different phases of your brand and business planning.

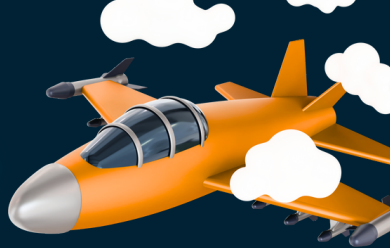
Our Target Audience: Copywriters - Ghostwriters - Video Editors - Digital Marketers and SMMA professionals looking to build a business from their skill set.

Brand Storytelling: While introducing your brand to an audience and answering potential clients' questions, what do you tell them? Focusing on personal experiences is effective. In branding, storytelling humanizes the brand, making it more relatable and engaging. After all, nobody wants to be spammed with information.

Our brand storytelling: Through our online experiences many years ago, we found that available courses and programs lacked information that helps to build a foundation of trust, authority, and financial stability. Traditional options only led to becoming an employee or continuing to pay the educator for a lifetime. For example, to progress you'd either have to continue to learn from them or pay a monthly/yearly subscription for an app to continue operations. Unacceptable. Determined to become business owners, we found our unique vision: to fill the educational void by teaching others how to build successful online companies. This realization led to the creation of Boost Manifesto University, built after establishing ourselves as successful business owners in multiple ventures.



THE BEGINNING



3. MARKET RESEARCH

In business and in life, it's essential to recognize that we're not as unique as we might believe. Even though our doppelganger may be on the other side of the world, our similarities stem from our shared experiences and thought processes. Asserting that our ideas are entirely original is selfish; it's crucial to let go of that notion.

Instead, what should we do? We should analyze individuals who have had similar ideas and either succeeded or failed, learning from their experiences and strategies. Creating a brand today may seem easy because there are hundreds of thousands, if not millions of brands generating over 100k a month. A brand doesn't necessarily have to be a business brand; it could easily be a personal brand or a thematic brand.

We understand that an impactful brand might opt for yellow. But where else have we seen yellow? Let's revisit our origins. Our minds have been shaped since childhood, and we're born with innate talents. It's essential to harness those talents and monetize them by developing a skill set aligned with our personality. The worst thing we can do is never pursue this path, as someone else who needs our talents may hire us, stifling our ability to express ourselves authentically and achieve our dreams. Perhaps we possess the same talents as our idols; we just lack an authentic professional brand that allows us to be employers rather than employees. To build such a brand we must understand the aspects of our personality and why we do what we do - for example, why we wish to choose yellow for our brand.

As a quick example, if we aim to launch an educational platform like BOOST MANIFESTO UNIVERSITY, what steps should we take? We would begin by researching competitors in the same niche, such as universities or educational institutions.



Once we understand what our competitors are doing and analyze what they have, we can start judging and analyzing their strategies and business model to determine our Competitive Advantages.

For example, University uses Fear for you to want to start working on your skillset and Educate.io uses the dream "become an agency owner" approach.



THE BEGINNING




4. COMPETITIVE ANALYSIS


- The logo of this business resembles the Harvard logo in its shape, colors, and text. Since Harvard is a diplomatic institution, we recognize the lack of authenticity in their branding. Therefore, we can capitalize on this aspect and position ourselves as an educational institution as well. We understand that this is a fast-paced industry, and we're not settling for less. Thus, we need to act swiftly to establish ourselves as competitive contenders. By emulating the same model while making it uniquely ours, we can elevate our branding to a level that is unparalleled. Let's create a logo.



- The Main message of our competitors will always be the front header at the top of their website, lets judge them.

 **From 0 To \$10,000/Month With Your Own Dropservicing Agency...**

Inside of Agency Navigator you get the proven step-by-step plan to start your own dropservicing agency from scratch, even if you have no previous experience

 **IN A WORLD RACING FORWARD, CAN YOU AFFORD TO STAND STILL?**

The clock is ticking, the world is spinning, and the only constant is relentless change.
The future belongs to the people who act, the learners of **REAL skills** that matter here and now.

- We observe two distinct platforms: one aimed at teaching business skills to establish an agency and the other focused on imparting specific skills. While Educate.io guides individuals to launch a business via their app, necessitating ongoing payments, University offers online skill development with the aim of monetization. What's evident here? Neither platform truly educates people on becoming business owners. One sells an app that keeps us perpetually reliant on it, while the other offers a community that may leave individuals uncertain about their next steps if they disengage. This presents a pain point that our brand can address to stand out and potentially grow exponentially with effective execution of plans. Let's craft a slogan.

"The only place where you enter with nothing, and leave with a business running"

- Absolutely, let's capitalize on the market's demand for authenticity and the desire for individuals to learn how to become successful business owners. We'll create a brand that resonates perfectly with people's aspirations and addresses their needs effectively. With a clear understanding of these principles, we can craft a brand that stands out and connects deeply with our target audience.



THE DECISION



5. BRAND STRATEGY DEVELOPMENT AND POSITIONING

- How are we going to make our brand stand out among the many others attempting the same every single day? By being different and authentic, following plans, and assembling a solid team that executes precisely what we need. Hiring some VAs and assistants is crucial because if you try to do it alone, you'll bear the pressure of success on your shoulders. Alternatively, simply send us a DM, and we'll gladly assist you.

TO FURTHER THIS APPROACH, WE'LL UTILIZE X AS A RESOURCEFUL APP WHERE WE CAN CONNECT WITH NUMEROUS CREATORS AND BUILD AN ENGAGED AUDIENCE. THIS AUDIENCE WILL BE INSTRUMENTAL IN ELEVATING OUR IMPRESSIONS OVER TIME, ENABLING US TO INITIATE THE CONVERSION CAMPAIGN WITH AUTHORITY. ESTABLISHING THIS PRESENCE WILL SOLIDIFY OUR IDENTITY IN PEOPLE'S MINDS, FOSTERING TRUST AND CONFIDENCE.

We aim to swiftly penetrate the Circle of Digital Creators (our Target Audience) to begin garnering views and recognition. To achieve this, we'll focus on locating Copywriters in the Search section. The top options typically possess the most traction, so let's delve into this to strategize accordingly.



THE DECISION

5. BRAND STRATEGY DEVELOPMENT AND POSITIONING

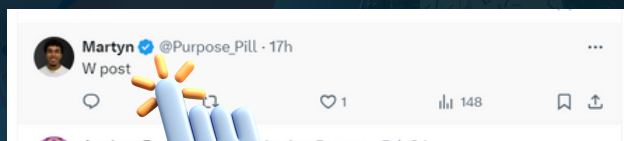
This post has accumulated numerous views, yet the number of comments remains relatively low. This suggests that there are individuals within our Target Audience Group who are engaged and actively noticing the account even if they aren't interacting with it.



Martyn seems to be a promising candidate to join the desired circle.

His engagement in comments on a highlighted Copywriter's post indicates that he has a relevant interest or connection to the field.

This suggests that he may align well with our target audience and could potentially contribute positively to the community we aim to build.



THE DECISION



5. BRAND STRATEGY DEVELOPMENT AND POSITIONING



Certainly, examining the individuals who engage with Martyn can provide valuable insights into their interests and potential alignment with our target audience. By analyzing their interactions and profiles, we can gain a better understanding of whether they fit within the desired circle and if they could be valuable additions to our community.



THE DECISION



In his pinned post, there were these two creators engaging who are also part of our niche.

However, along with them, there were many motivational and inspirational accounts, which is not aligned with our brand.

Therefore, we shift our focus to these individuals. Let's see whom we choose to target in the market.

To expedite the process, we can apply a judgmental process:

Is our target audience younger or older? - Younger.

Is our branding impactful or sophisticated? - Sophisticated.

Is our tone exciting or serious? Serious - Brotherhood.

Metinas seems to fit all the criteria to be our target, so it's likely that his audience does too.

However, there is an issue: Metinas doesn't follow his fellow comrades; he only follows people who fit his Ideal Customer Profile (ICP). This is a good move, as not everyone is here to make friends. Nevertheless, his engaged audience may perceive him as a professional. Since we are also professionals, we found this creator among them.



LET'S TAKE A DEEP DIVE

PROCEED TO PURCHASE THE

+BLAZE VERSION

AND BECOME UNFORGETTABLE NOW



BY BOOST MANIFESTO
UNIVERSITY

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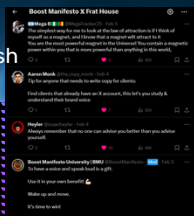


HOW TO KNOW ABOUT WHAT TO POST OR BLOG ?

SEARCHING FOR GREAT CONTENT IS AN ART. WE CAN REPURPOSE EXISTING CONTENT TO FIT OUR BRAND'S MISSION AND VISION. WHILE THERE'S AN ABUNDANCE OF CONTENT LIBRARIES, KNOWLEDGE BASES ARE RARE.

Here are some of the best places to find content and establish authority in your niche:

- Quora
- BMU Twitter
- Reddit



If you are still not sure of where can you find the best content to repurpose in your own brand, here is a quick link to our Knowledge Base:

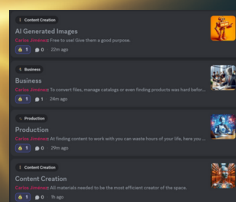
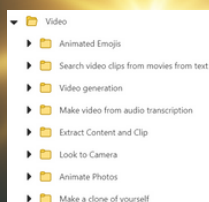
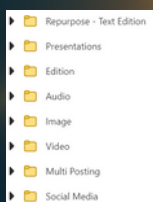
X COMMUNITY THE FRAT HOUSE

- **GET THE FULL AI LIST THAT WE USE TO MAKE THOUSANDS A MONTH**
- **THE LIBRARY OF ASSETS WE USE TO CREATE STUNNING CONTENT**
- **CLOSE CLIENTS IN REAL TIME WITH OUR GENUINE FREE SUPPORT**

FINDING A RELIABLE TEAM OF PROFESSIONALS RELEVANT TO YOU CAN BE CHALLENGING INITIALLY. OUR PURPOSE LEAD US TO BECOME THE ONE PLACE TO GO AND DEVELOP A BOND WITH STUDENTS, THAT BELIEVE IN CONSTANT LEARNING AND IMPROVEMENT AS A PATH TO SUCCESS, BY BEING ACTIVE IN THE BROTHERHOOD CHANNELS.

As time passes, we constantly update this list and send alerts regarding the updates in the chat. Other than that, the newest will always be at the top.

- Prompt GPT
- Audio
- Video
- Image
- Business Management
- And much more...



ACCESS THE BROTHERHOOD

