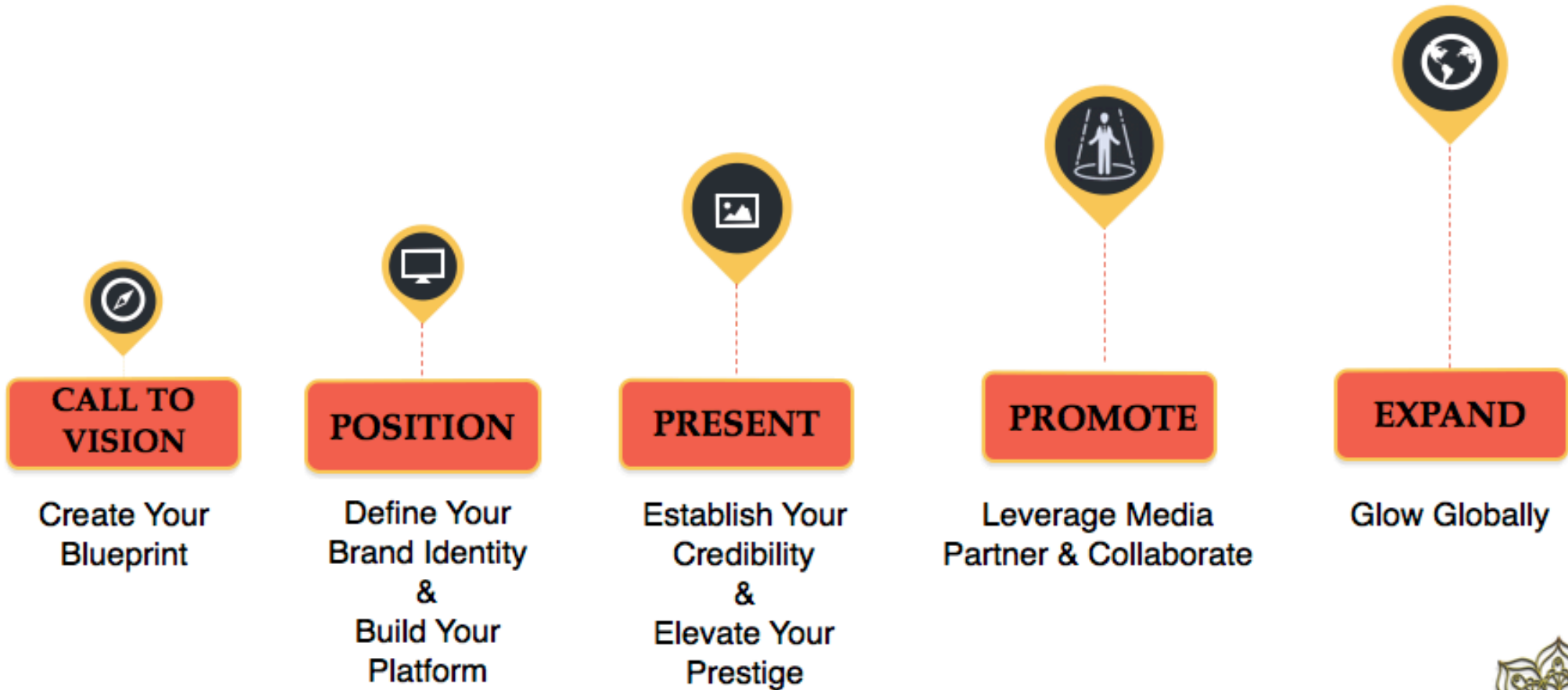


5 Stages of Business Growth



Global Luminary Checklist

The Essential Elements

POSITION	PRESENT	PROMOTE	EXPAND
Brand Identity	Specialty Content	Media: TV, Radio, Print	Publishing
Style Book Book	Nurture & Grow Community	Joint Ventures	Courses
Brand Dictionary	Signature Speech	Influencers	Workshops, Seminars
Niche & Avatar Profile	TEDx or Keynote	Big Events, Conferences	Retreats
Website, Logo, Photo	Prestige Content	Signature Speech	
Lead Magnet & Nurture Sequence	Social Proof		

