

Full edition available on

amazon

THE BANK YOUR BRAIN BLUEPRINT™

8 Elements to Monetize Your
Professional Knowledge Brand™



Gaynor Hardy, MS, CBC, CTC, CTRS-E

THE 8 ELEMENTS OF THE BANK YOUR BRAIN BLUEPRINT™

If you are familiar with blueprints, then you may already know how to read them. If you are not, then here is a little background, “blueprint 101” if you will, so you can understand how an actual architectural blueprint works.

This is the same type of process that we will use to build your Bank on Your Brain Blueprint™ (BYBB) and ultimately, your Professional Knowledge Brand™ (or PKB) as we go through the next chapters.

Consider this framework as described by Masterclass.com as you begin the process of understanding how you can build toward having a new business or expanding an existing one through this process:

To keep their blueprints in order, architects label their drawings with a classifying letter code and a sheet number. There are usually eight types of sheets in the architect's master plan for any project.

The list below explains the architectural letter code system for these sheets and the order of drawings in a basic set of plans. You can model your own thought leadership and Professional Knowledge Brand using the same structure.

THE 8 ELEMENTS OF THE BANK YOUR BRAIN BLUEPRINT™

- 1.G sheets (general sheets):** General sheets contain the cover sheet, plan index, and plot plans.
- 2. A sheets (architectural plans):** Architectural drawings depict ceiling plans, roof plans, floor plans, building sections, and wall sections.
- 3. S sheets (structural engineering plans):** Structural drawings depict framing plans, foundation plans, and roof structure plans.
- 4. E sheets (electrical plans):** These plans show the location of all electrical fixtures, circuits, and panel boxes.
- 5. M sheets (mechanical plans):** Mechanical drawings contain information related to HVAC systems, refrigerant piping, control wiring, and duct work.
- 6.P sheets (plumbing plans):** Plumbing plans show the location and type of plumbing in a structure.
- 7.D sheets (door/window plans):** Door schedule, window schedule, and finishes schedule.
- 8.S sheets (Specifications):** These sheets contain detailed descriptions of all the materials.

THE 8 ELEMENTS OF THE BANK YOUR BRAIN BLUEPRINT™

This concept easily maps over to creating your professional knowledge brand, which is built on these eight essential elements:

1. Plan the **purpose** of your professional knowledge brand (Your G Sheet).
2. Identify the **intensity** at which you will pursue your purpose. (Your A Sheet).
3. Create an **intellectual capital inventory**. (Your S Sheet).
4. Develop a **strategy** to leverage your intellectual capital in the market. (Your E Sheet).
5. Discover **sales channels** for delivering your PKB. (Your M Sheet).
6. Develop **the products** which fit your channels and market best. (Your P Sheet).
7. Market and **deliver your PKB products** then measure results. (Your D Sheet).
8. Refine based on **resonance and revenue**. (Your S Sheet).

HOW TO START USING THE 8 ELEMENTS OF THE BANK YOUR BRAIN BLUEPRINT™

If you are considering being more active with your own Professional Knowledge Brand and utilizing all of your expertise to build credibility and your business, then I encourage you to consider taking each of the eight elements and starting to frame them out into your own Bank Your Brain Blueprint. The process itself will bring you more clarity and connection to the purpose for which you would want to pursue this work.

I also encourage you to explore on a personal level what achieving more prominence as an educator, a thought leader, an influencer, or a Golden Guide might mean to you.

The most successful people tend to be the ones who pursue their passion from a place of service rather than sales. However, a natural by product of increased exposure, focus, and affiliation for your message and the knowledge-based products you deliver does tend to be more sales.

Another key to consider as you start this Bank Your Brain Blueprint process: I have found that what really separates people who win in this arena is that they are driven by something that's larger than just wanting to make money.

These are the people who represent the members of the Charisma 1% Club which you can learn more about at Charismaink.com (and you can be part of it, too). However, there's also nothing wrong in choosing a different, less all-encompassing level to participate at, depending on what you want out of your Professional Knowledge Brand.

CONNECT WITH YOUR CHARISMA USING THE BANK YOUR BRAIN BLUEPRINT™

If you use the eight elements of The Bank Your Brain Blueprint, I have no doubt that the gifts you have to share with others will come shining through. That is the intent and purpose of the framework.

I hope you will use it to help you adopt the right mindset, brand, and market strategies to leverage your Professional Knowledge Brand and achieve your desired outcomes.

If you need assistance in building and monetizing your Professional Knowledge Brand, please connect with us.



It's Time to Make Bank with Your Million-Dollar Mind

Use the eight elements of the Bank Your Brain Blueprint™ to build a Professional Knowledge Brand™ that takes your business and your career to the next level of revenue and growth.

In this book, you will learn how to:

- Leverage your professional expertise into rewarding opportunities to become an in-demand educator, influencer, thought leader, or golden guide.
- Get paid for sharing your expertise with colleagues, peers, and audiences who need your unique insights.
- Develop, market, and monetize your intellectual property products.
- Create profitable partnerships and mutually beneficial affiliations with sponsors.

If you are an experienced executive leader, professional services provider, or entrepreneur, this book offers you the comprehensive, step-by-step marketing strategy, business plan, and executive coaching necessary to make bank with your brain and make the impact that will position you for an extraordinary new level of success.



About Gaynor Hardy, MS, CBC, CTC

Gaynor is the owner of Charisma Ink, LLC, a business consulting, public relations, and digital marketing agency specializing in growth consulting, strategic business planning, and partnership marketing for professional services providers and fintech companies.

She is a certified business coach and certified transformational coach, an author, ghostwriter, and builder of B2B influencer and speaker platforms. Her books including *Avoiding App-athy: Your Step-by-Step Guide to Winning More Sales and Customer Advocates in the Accounting Channel* can be found on Amazon.com and at CharismaInk.com.

COPYRIGHT © 2022

The Bank on Your Brain Blueprint™ in its entirety is the property of Charisma Ink, LLC. It may not be redistributed, copied, or reproduced without the written consent of Gaynor Meilke.

