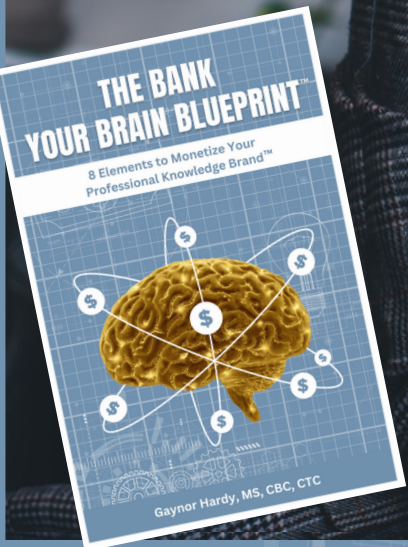


CharismaInk.com

Available Now On Amazon

amazon.com



Plan the **PURPOSE**

of your
**Professional
Knowledge Brand™**

**Element 1 of
The Bank Your Brain Blueprint™**

Available Now On Amazon
amazon.com

Identify the
INTENSITY
at which you will pursue
your purpose.

Element 2 of
The Bank Your Brain Blueprint™

CharismaInk.com



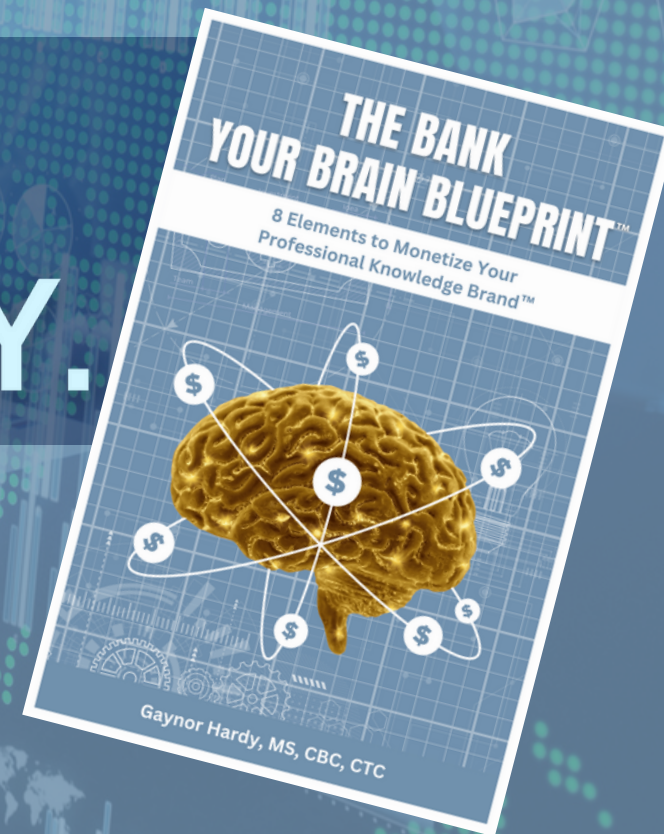
CharismaInk.com

Available Now On Amazon
amazon.com

Create an

INTELLECTUAL CAPITAL INVENTORY.

Element 3 of
The Bank Your Brain Blueprint™



Available Now On Amazon
amazon.com

CharismaInk.com

Develop a
STRATEGY
to leverage your intellectual
capital in the market.

Element 4 of
The Bank Your Brain Blueprint™



Available Now On Amazon
amazon.com

Discover **SALES CHANNELS** for delivering your PKB.



Element 5 of
The Bank Your Brain Blueprint™

CharismaInk.com

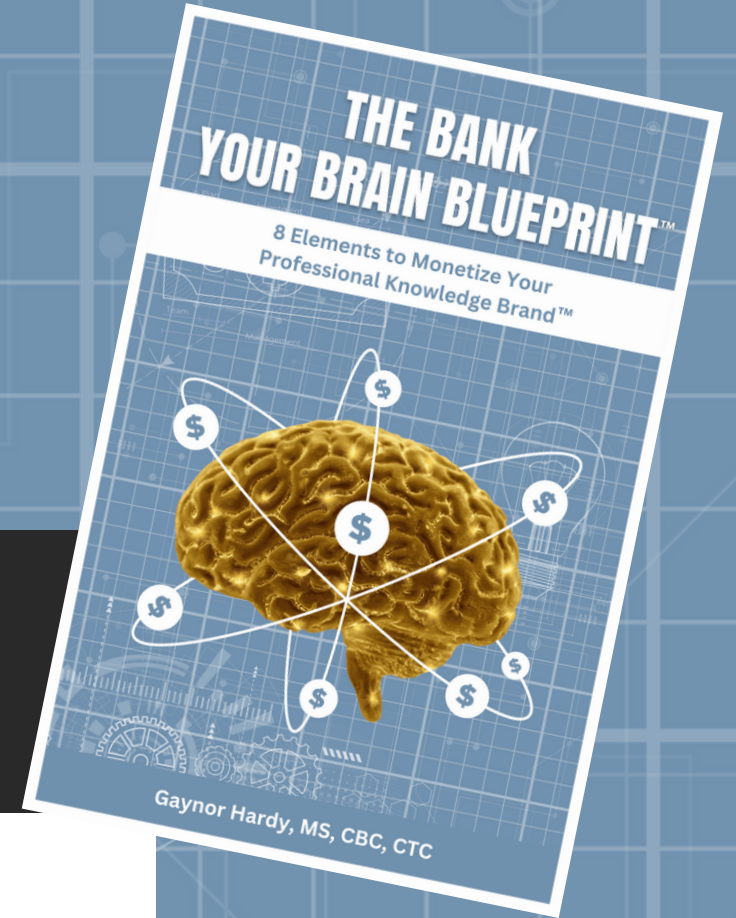
Available Now On Amazon
amazon.com

Develop **THE PRODUCTS**

which fit your channels and market best.

Define measurable monetary
and engagement goals.

Element 6 of
The Bank Your Brain Blueprint™



CharismaInk.com

Available Now On Amazon
amazon.com

CharismaInk.com

Market and

DELIVER YOUR PKB PRODUCTS

and measure results.

Element 7 of
The Bank Your Brain Blueprint™



Available Now On Amazon
amazon.com

CharismaInk.com

Refine based on
**RESONANCE
AND REVENUE.**

Element 8 of
The Bank Your Brain Blueprint™

