Presented by

Christine Lockhart-Morse

16 Years Experience800+ Positive Testimonials

BRAND STRATEGY

Helping You Reach Your Goals



A Client Example Will Be Used To Demonstrate Success In the Areas Below

01.	Purpose	Brand Strategy Development
02.	Positioning	Competitor & Market Research
03.	System(s)	Marketing Funnel Design
04.	Promise	Digital Marketing Strategy
05.	Personality	Audience Persona Development
06.	Goals	Campaign Planning & KPIs
07.	Automation	AI & Automation in Marketing
08.	Guide	Business Consulting Mindset
09.	Team	Strong Communication Skills

Oren came to us because he wanted to take his knowledge and experience from running his private therapy practice to a large scale, global business which can help an infinite number of people.



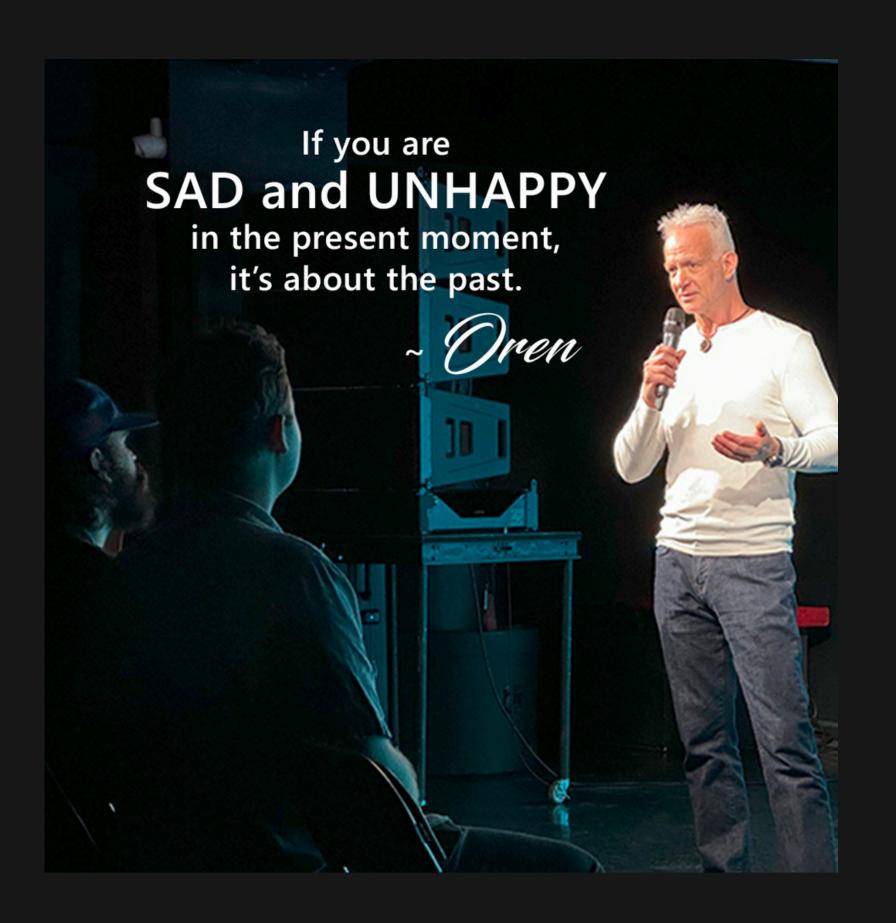
Client Example

BRAND STRATEGY DEVELOPMENT

We identified brand differentiators, crafted his value proposition, and developed a cohesive visual identity.

We identified his unique skill sets, compared them to his passions and future vision for himself.

Once we were all on the same page, we were able to create his visual identity to help tell the story.



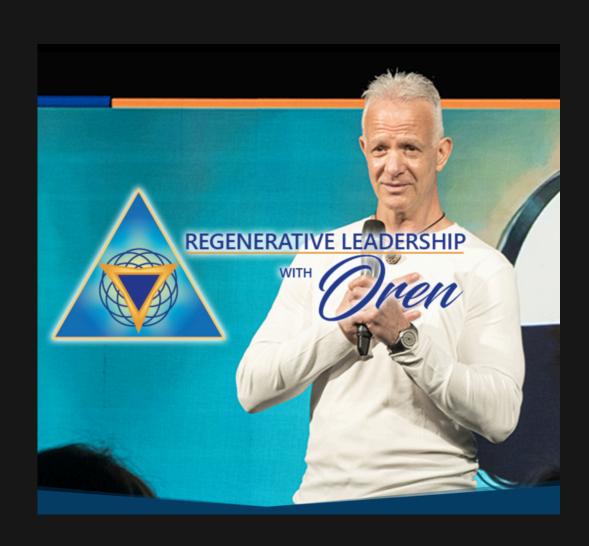


COMPETITOR & TOTAL MARKET RESEARCH

Identified wellness industry gaps, analyzed competitor messaging, and assessed market positioning opportunities.

Re-phrasing Content so we are fresh, intriguing, & exciting!

• We identified several topic areas where Oren's expertise overlapped with common industry terminology, so we developed more specific language that better reflects his unique approach. Rather than using the overused term "psychological safety", we now use precise co-regulation language like "calming presence:, secure based conversations", and "grounding influence" Terms that accurately describe the neurobiological processes he specializes in but are unique to the market.



System(s)

MARKETING FUNNEL DESIGN WE CALL IT CLIENT JOURNEY





We Mapped customer journey from awareness through conversion, designing touchpoints for each stage.

Each phase provides education, kindness, and knowledge the potential client wants while inviting them to the next phase of the client journey. It is like a slow-dance!



System(s)

MARKETING FUNNEL DESIGN = CLIENT JOURNEY

Systems and content tracking are put into place so we can make sure all potential clients are on our radar as we walk them through the client journey.

Agendas

8/4 CGI Leadership Team for Oren

8/12 Agenda CGI Team & Oren

8/19 CGI Leadership Team for

8/26 Agenda CGI Team & Oren

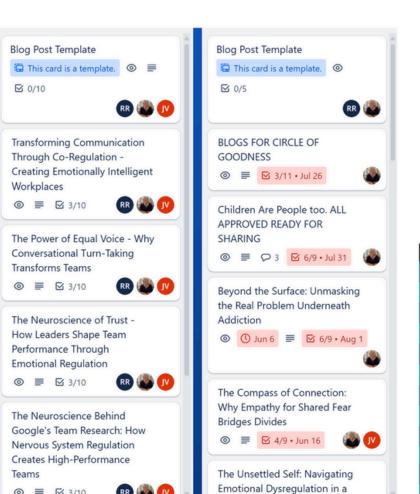
9/2 Agenda CGI Team & Oren

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JV KL RR

Marketing

Marketing Leadership & Management Developing Strategy, Content, and Keeping the Team Organized and Focused on Forward Movement

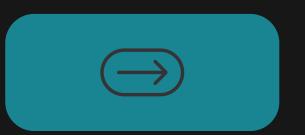




Section 1	100		ALLIAN	CE		2						
Blog Title	Video Creation	Video link series and transcripts	Approved by Oren	Blog Created and Posted	Worksheet Created	Social Media Posts Done	Monthly Event Created and Posted	event snared with Connections	Team Prepped for Event Note	RSVP Count	Attend to People Who RSVP'd	E\ Re
Oren Intro Part 1	2/17/2025	Link to full video		Christine's done date and links	Christine's done date and link	Christine's done date	Christine's done date	Christine's done date	Team Confirmed	# goes here	AUTO EMAIL SENT DATE	
Oren Intro Part 2		Link to full video		Christine's done date and links	Christine's done date and link	Christine's done date	Christine's done date	Christine's done date	Team Confirmed	# goes here	AUTO EMAIL SENT DATE	
What is Therapy Q&A	3/12/2025	Link to full video		Christine's done date and links	Christine's done date and link	Christine's done date	Christine's done date	Christine's done date	Team Confirmed	# goes here	AUTO EMAIL SENT DATE	
Let Kids Be Kids, Parents Be Parents Part 1	3/19/2025	Link to full video		Christine's done date and links	Christine's done date and link	Christine's done date	Christine's done date	Christine's done date	Team Confirmed	# goes here	AUTO EMAIL SENT DATE	
What is Emotional Trauma?	3/5/2025	Link to full video	Oren Approved Date	Christine's done date and links	Christine's done date and link	Christine's done date	Christine's done date	Christine's done date	Team Confirmed	# goes here	AUTO EMAIL SENT DATE	
Workplace Well-Being in Today's Chaos	3/19/2025			Christine's done date and links	Christine's done date and link	Christine's done date	Christine's done date	Christine's done date	Team Confirmed	# goes here	AUTO EMAIL SENT DATE	
Today's Chaos: CEO's Role, Effects on Public & Self Help Tips	3/24/2025	Link to folder		Christine's done date and links	Christine's done date and link	Christine's done date	Christine's done date	Christine's done date	Team Confirmed	# goes here	AUTO EMAIL SENT DATE	
What is happening in the world today (globally) is effecting and triggering our inner self.	3/25/2025	Link to folder		Christine's done date and links	Christine's done date and link	Christine's done date	Christine's done date	Christine's done date	Team Confirmed	# goes here	AUTO EMAIL SENT DATE	
CEO: Being a leader of an organization is like being a father. You need to create a safe space. PART 1	3/26/2025	Link to full video		Christine's done date	Christine's done date	Christine's done date	Christine's done date	Christine's done date	Team Confirmed	# goes here	AUTO EMAIL SENT DATE	
Let Kids Be Kids, Let Parents Be Parents Part 2	3/28/2025	Link to full video		Christine's done date and links	Christine's done date and link	Christine's done date	Christine's done date	Christine's done date	Team Confirmed	# goes here	AUTO EMAIL SENT DATE	
Neuroplacticity and Inner Peace	3/31/2025	Link to full video		Christine's done date	Christine's done date	Christine's done date	Christine's done date	Christine's done date	Team Confirmed	# goes here	AUTO EMAIL SENT DATE	
How Does Emotional Trauma as a Child Affect Our Well-Being In the Here and Now?	4/1/2025	Link to full video		Christine's done date	Christine's done date	Christine's done date	Christine's done date	Christine's done date	Team Confirmed	# goes here	AUTO EMAIL SENT DATE	

	Calendar	November	December	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	De
	Communications & Outreach: Social Media Highlights, Press Releases, Events, Grants, Videos, Success Story Roll-Outs, Educational Trainings, ect.														
ograms	Getting the word out about services with events, promotions, press releases, social media, and newsletters														
eate Flyer & ebsite Page	Each program will get their own flyer and page on the website.														
esentation lider	Folders which contain a flyer for each program, service, success stories, donations sheet and envelope, and calendar of events.	Creation Draft	Edits	Printing	add success story	update calendar	add success story	add success story	update calendar						
romote rogram 1	Community Awareness & Advocacy	Promote in Socials & Constant Contact				Educational Event for this program				Educational Event for this program					
romote rogram 2	Independent Living Skills		Promote in Socials & Constant Contact				Educational Event for this program				Educational Event for this program				
romote rogram 3	Peer Support			Promote in Socials & Constant Contact				Educational Event for this program				Educational Event for this program			
romote rogram 4	Transition				Promote in Socials & Constant Contact				Educational Event for this program				Educational Event for this program		
romote rogam 5	ADA Consultations to organizations		Promote in Socials & Constant Contact	Presentation to business	Presentation to business	Promote in Socials & Constant Contact	Presentatio n to business	Promote in Socials & Constant Contact	Presentation to business	Promote in Socials & Constant Contact	Presentation to business	Promote in Socials & Constant Contact	Presentation to business	Promote in Socials & Constant Contact	Pre
vents We ost	These are educational in nature will will help attract ideal consumers, donors, sponsors, and board members.			Advocacy	Independent Living	ADA for organizations	Peer Support	Transition	Independent Living	ADA	Advocacy	Guardianship Choices	Disability Employement Awareness Month	Veterans Celebration	
uccess tories	Identify success stories and share them with the public. On website, in video, socials, eNewsletter, in presentation folder.														
ommunity vents We an Attend	Where do we set up a table and get in front of our ideal consumers and sponsors? Where do we typically go each year?							Michigan Communities Conference –				Brain Injury Association Fall Annual			
ampaigns							Autism Awareness Day – April 2	Accessibility Awareness Day - Third Thursday		ADAI			Disability Employement Awareness Month		Givi
resentatio s about NCAP		Mary Free Bed	ARC	Mayor's Office	MD Civil Rights	MSU	Cooley Law		CHOOSE LANSING	Veterns Organization	City of Lansing ADA	Goodwill			
adio terviews & ress				ADA Consult		Community Awareness & Advocacy	Independen t Living Skills	Peer Support	Transition						
rants	What grants to we seek and work on throughout the year?														

DIGITAL MARKETING STRATEGY



We created an integrated content calendar, social media strategy, and email campaigns for growth.



BLOGGING

Beyond the Surface: Unmasking the Real Problem Underneath Addiction

By Oren Raz • June 5, 2025

"Under any addiction lies the real problem. If not attended, addiction will flourish and keep you shamed and ashamed in a repeated cycle." These potent words cut straight to the heart of the often-misunderstood landscape of addiction. They remind us that addiction is rarely the root issue; rather, it's a symptom, a desperate attempt to...



BLOGGING

Children are people!

By Oren Raz • June 2, 2025

Children are people! Small people, but never less important. Respect them and their experiences with dignity, care, and love.

These powerful words serve as a vital reminder in our often fast-paced and adult-centric world. They cut through the noise and highlight a fundamental truth: the inner lives and experiences of children are just as real...

READ MORE →



BLOGGING

What is happening in the world today (globally) is effecting and negatively activating our inner self.

By Christine Morse • March 6, 2025

The events unfolding around the world today create a ripple effect, activating emotions and responses deep within us. From global pandemics and political unrest to environmental crises and societal changes, the constant stream of news and events can profoundly impact our emotional and psychological well-being. These external

Each Blog Turned Into 3 Social Posts, Meme's, and Posts
The Most Engaged Content is Turned Into an eNewsletter

We call this our "Circle of Goodness"













All measured and reported each month so we can make the best decisions on ad spend.

AUDIENCE PERSONA DEVELOPMENT





We worked with Oren to determine the list of trauma survivors' pain points, motivations, and behaviors to define target personas.

- These are used in his blog headlines (which is also great for SEO)
- Social posts and Meme's are using these words
- His workshops, online courses, and stage presentations are all titled with these words that will best attract ideal clients.



CAMPAIGN PLANNING & KPI'S

We have many activities that are monitored. Our 3 big KPI's are focused on what is most important for our client.





01.

REACH

02.

SALES

03.

IMPACT

Audience Growth & Engagement



At the core of our brand strategy lies a commitment to clarity, consistency, and customer connection. To reach as many people as we can with the messages and bring them into our client journey.



Number of Sales



Oren's goal is to expand his work to impact more people globally beyond his private practice. Our goal is to be able to help him do that within 18 months.

Scaling

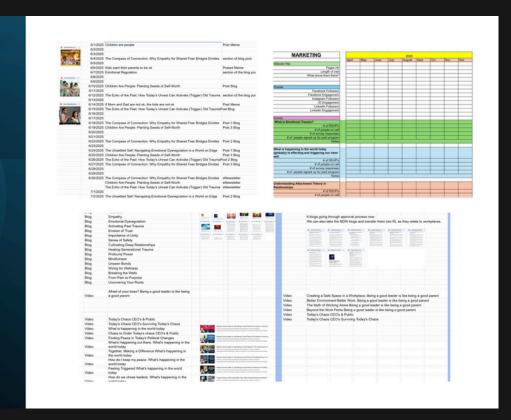


We intentionally designed our strategy for global reach rather than limiting ourselves to local or national markets.

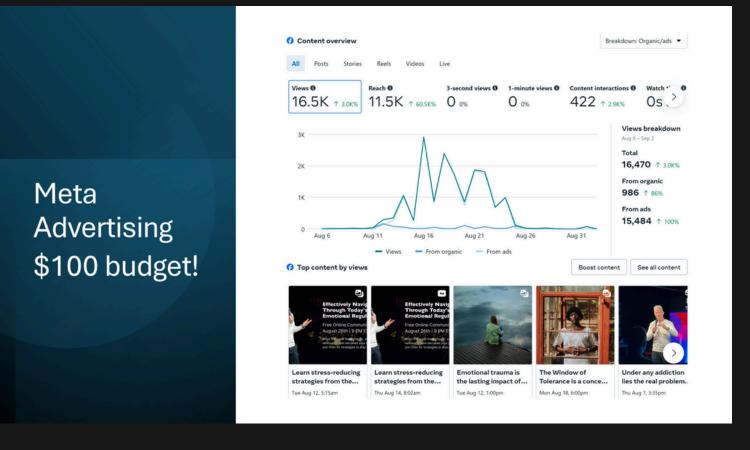
CAMPAIGN PLANNING & KPI'S

EVERYTHING is measured.

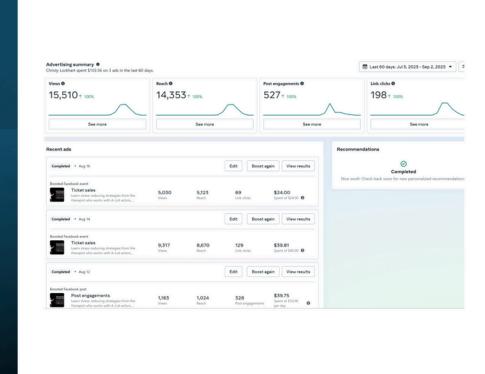
Project Management Calendar

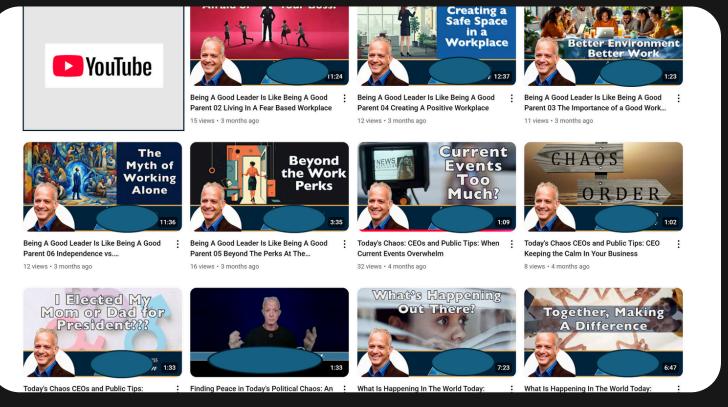


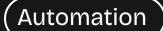




Meta
Advertising
\$100 budget!







AI& AUTOMATION INMARKETING

We believe in automation with human consciousness involved with every step of the way.



Recommended automation tools for email sequences, social scheduling, and performance analytics tracking.

Only when it saves our team or Oren time, money, and makes life easier. We do not use it as a substitute for doing our work. However, we need to focus on the bigger mission and messages.

FAVES!

Several Al's

LinkedIn Navigator

Walaaxy

SocialMonials

Buffer

Sales Blitz

Builds Trust When Used Correctly

Strategic use of AI and automation ensures we capture all angles, stay current with tactics, and maintain consistency while focusing on large-scale impact and necessary adjustments.





BUSINESS CONSULTING MINDSET





Christine Lockhart- Morse

Marketing & Sales Strategist



16 Years of Helping People and Organizations Grow

A Combination of Creative and Tactical

Enjoys Systems and Measurement for Proving ROI

New Strategies and Idea Creation

A born "connector" so strategic alliances are fun to develop. Then, creating the actual flow between the client and their strategic alliance partner is the icing on the cake!

800+ Positive Testimonials

Bringing New Ideas

Systems Implementor with a passion for training teams to do the work without me

Sustainable growth focus

Strategy before tactics

STRONG COMMUNICATION SKILLS

Communication is my passion because unclear messaging creates costly conflicts—the ability to articulate your thoughts so others understand your thinking requires practice, patience, and empathy. I've learned that mastering the art of listening makes strategy development more relaxed and collaborative. My mentor taught me to always bring a document" that expresses my thoughts clearly, giving everyone the same starting point so ideas can evolve.

Collaboration is the key to success!

Thank you for your time, energy, and if I have gotten this in front of you, it is because I want to help you grow.



LET'S GO GET THIS!