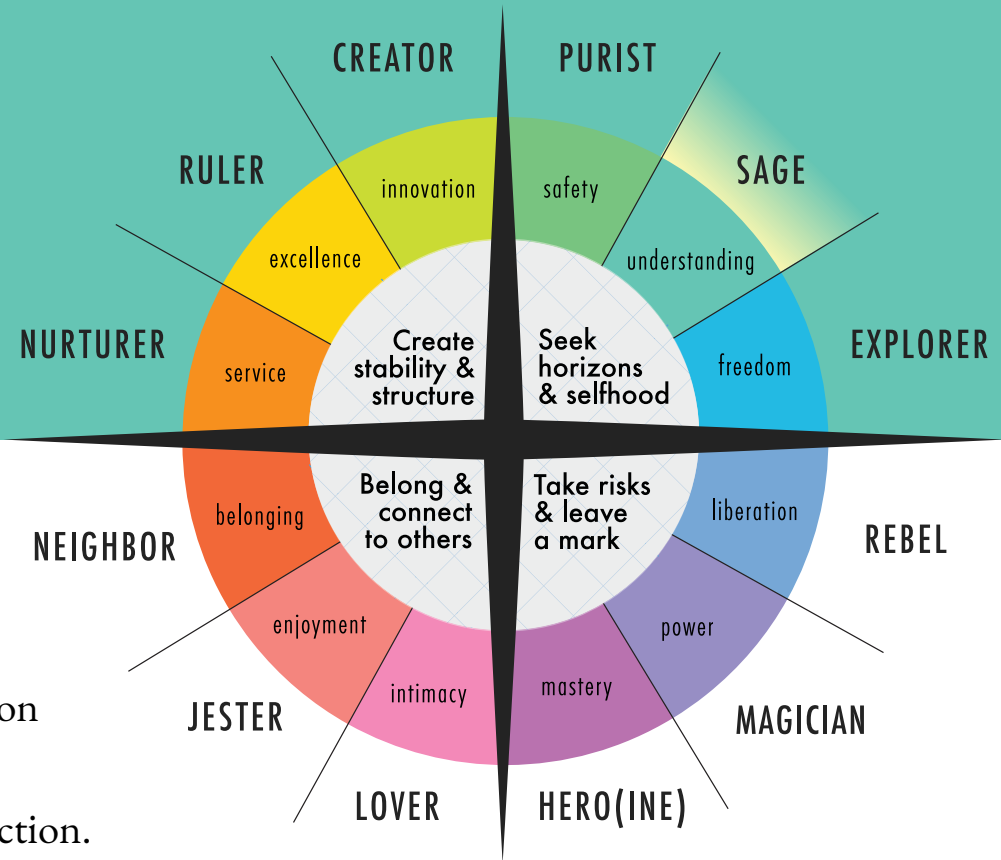


The Sage

TEACHER, EXPERT, PHILOSOPHER



MY WHY:

To understand the world and teach what you know.

CONGRUENT STATEMENTS:

I teach, I learn, I understand, I research, I reflect, I question

MY HOW:

Through lifelong learning, reading, researching, self-reflection.

PEOPLE MIGHT SAY I'M:

Smart, educated, nerdy, questioning, philosophical, wise, bookish.

MY GREATEST FEAR:

Being duped, misled, wrong, or outsmarted.

MY SHADOW:

Critical, judgemental, unfeeling.

MY VOICE:

Factual, authoritative, decisive, intelligent, researched.

BRAND EXAMPLES:

Albert Einstein, CNN, Deepak Chopra, Mayo Clinic, Harvard

**BRAVE
NARRATIVE**

Key Strategies

FOR YOUR SAGE BRAND

Your Audience

THE SAGE'S IDEAL CUSTOMERS

1. POSITION YOURSELF AS AN EXPERT

Your insatiable appetite for learning has paid off and your knowledge sets you apart. Make it a point to share your knowledge freely and often through content marketing like a blog, or a video podcast and social media. Consider giving interviews, writing guest blog posts to increase your reach.

2. INSPIRE & EDUCATE

Consider teaching a course or workshop, writing a book, or public speaking. How can you further the cycle of knowledge by giving back and creating a new income stream while you're at it?

3. START A BOOK CLUB

Share the books you love with your audience in a list on your website. Organize a local or virtual book club to discuss and share view points on the books that have impacted you the most.

4. USE RESEARCH AND SURVEYS

Collect empirical data in your business by surveying your audience on the points you need to know. You will gain a deeper understanding of the audience you serve and you can use this data to improve your offerings.

DEEPEST DESIRES

The Sage audience most desires a sense of empowerment through knowledge. They have a massive Kindle library and subscribe to countless podcasts and e-journals. They have an appetite for knowledge and learning that is unbiased and reputable. They seek out trusted experts to guide them, but they don't want to be told what to do or what to think.

BIGGEST FEARS & OBSTACLES

Like the Sage brand themselves, the Sage audience is most afraid of being duped, misled, or taken for a ride. They don't like to be wrong about trusting a source or expert and they would be deeply offended if their opinions or expertise were belittled or invalidated. Often a hunger for knowledge is met by the obstacle of overwhelm — where to find reputable source? And how to sift through the millions of results in a Google search in today's information age?