



## Module 5 Driving Your Brand

I am excited about the fact that you are here at Module 5, the final stage to our journey. This particular module is all about Driving Your Brand.

In my opinion, I think this is one of the most important modules because it is great that you are able to do all of these things from day 1 through now, day 19. But what's more important is that I want to make sure that you have tools, techniques and a roadmap about how to keep this as a part of your journey going forward, so that someday when I bump into you at an airport and you are telling me how successful you have been implementing these techniques, it's going to be, in part, because of the things that we talk about in this module.

This module has only two lessons.

The first one, Lesson 1, is about keeping yourself accountable, how to have focus, and how to build structure, so that you make sure that you are doing this on an ongoing basis, and that a year from now you haven't forgotten about what you learned in this course.

Lesson 2 -- it's all about putting it together. What is your brand strategy from this point forward?

See, the power of everything with Breakthrough Branding -- and I've been holding back until this particular module -- is the fact that I want you to have a high-level, systems perspective. Get on the mountaintop with me so that we can see your brand and your future at the same time.

The reality is that leaders are the architects of structure, and you are the leader of your life. I want to make sure that you are moving in the direction that you said you wanted to move at the very start of this course.

So I look forward to seeing you in Lesson 1 and Lesson 2.

Glad you are here at the finish line. I want to celebrate you, celebrate with you, and celebrate the successes that I know are forthcoming.