



ICY ACADEMY

LIVE ON PURPOSE, HELP PEOPLE, BUILD PROFITS.

COURSE OVERVIEW

YETUNDE SHORTERS, FOUNDER OF **ICYACADEMY** PRESENTS

BRANDING

MASTERCLASS

AN **ICYACADEMY** SIGNATURE PROGRAM

7 EASY STEPS TO CREATING AN AUTHENTIC, *fun* AND
PURPOSEFUL BRAND THAT WILL MAKE YOU MORE **PROFITS**

BRANDING MASTERCLASS: 7 EASY STEPS TO CREATING AN AUTHENTIC, FUN AND PURPOSEFUL BRAND THAT WILL EARN YOU MORE PROFITS.

WHAT IS ICY ACADEMY?

ICY ACADEMY is an, online interactive platform that teaches women entrepreneurs through various programs, easy steps to create a purposeful, fun and authentic brand with results-driven strategies to help them build profits for themselves and their families. I've created this "go-getter" program to help women unlock their purpose using easy public relation techniques and effective income generation and marketing strategies needed to create and launch a thriving personal brand or business.

It is time to step FULLY into your purpose. The ICY ACADEMY Branding Masterclass is our signature program and it includes:

- ▶ 7 results-driven courses to create and launch a purposeful personal brand
- ▶ 30+ videos curated to provide valuable information in a bite-size digestible format
- ▶ Weekly live video hangout, discussions and Q & A to activate the required steps
- ▶ 365 days of access to the selected course
- ▶ Access to exclusive interviews with powerful women entrepreneurs who have been where students have been and are now successful
- ▶ Easy-to-understand fun-sheets to take you from idea to action
- ▶ Visibility opportunities in magazines upon completion
- ▶ A private Facebook community where students can connect with other go-getters, create an accountability circle and receive answers to your questions

THE BRANDING MASTERCLASS 7 STEPS:



BENEFITS OF THE BRANDING MASTERCLASS:

Upon completion, go-getters will be clear on the connection between their personal story, their purpose, their unique value and their brand which represents it all. You will learn:

- ▶ What your purpose is and how it can change your life
- ▶ Who your platinum clients are and where to find more of them
- ▶ What emotions matter to them and how to tap into them for their success and yours
- ▶ What products and services to offer that will get them paying you without questions
- ▶ 7 key ways to make money serving your purpose and loving it
- ▶ How to create a powerful social media and PR-marketing plan to engage your platinum clients
- ▶ How to create productivity systems customized for YOU to save time and money
- ▶ How to activate goals that get the results you need in 90 days or less
- ▶ How to pitch the media and secure publicity for your brand/business
- ▶ How to create irresistible offers that provide the value your clients want
- ▶ You will master the art of living in your purpose and thriving financially as you help others

BRANDING MASTERCLASS *IS* FOR YOU IF:

- ▶ You know it is time to step fully into your purpose
- ▶ You want to start making a profitable living, helping people who want to work with you
- ▶ You are just getting started and you want a proven strategy that gets results
- ▶ You want to secure media endorsement and credibility for yourself and your brand
- ▶ You want a clear and powerful brand that is easy to identify in the global marketplace
- ▶ You are ready to be unapologetic about your awesomeness and how to use that to help others
- ▶ You feel overwhelmed by the many different branding strategies out there and want to learn ONE formula that gets results
- ▶ You are ready to go from living life in black and white to living life in full color
- ▶ You want to transform lives with your incredible gifts, talents and abilities

BRANDING MASTERCLASS *IS NOT* FOR YOU IF:

- ▶ You are not ready to serve others with your awesomeness
- ▶ If the idea of making more money scares you
- ▶ If making an investment in yourself will cause too much emotional or financial stress



WHAT YOU WILL LEARN IN EACH STEP/COURSE: THE BRANDING MASTERCLASS IS DIVIDED INTO 7 “MODULES” A.K.A. ELEMENTS THAT ARE DESIGNED TO SUPPORT A PURPOSEFUL PERSONAL BRAND

COURSE # 1 (ELEMENT OF SPACE): - PURPOSE CLARITY

This course is about Identifying your purpose in a 90-minute intensive group session to provide purpose clarity, identify your platinum clients and knowing exactly what products to present to them to help generate revenue, and much more.

- ▶ 90-minute group-session to dig deep into your purpose
- ▶ Develop your perfect “TED” talk topic
- ▶ Develop a complete analysis of your ideal client
 - ▶ What do they want?
 - ▶ What frustrates them?
 - ▶ How does your purpose alleviate that frustration?
 - ▶ Where do they hang out and how can I reach them?
- ▶ Realize where your desire comes from and how to tap into it to distinguish your brand
- ▶ How to satisfy your ideal clients by giving them what they want, while helping them with what they need
- ▶ Create a brand statement that is authentic to you, that embodies your values & how they connect to your platinum client’s emotions
- ▶ Understand your transformational power and how to activate it anytime

[CLICK HERE TO WATCH THE VIDEO](#)



COURSE # 2 (ELEMENT OF YOU): - CAPTURING THE BEST YOU

This course focuses on your Image - how to digitally and visually capture and share the best you (pictures, video, audio).

- ▶ How to capture your authentic and best self in digital media
- ▶ How to tell your story with a premium photo-shoot
- ▶ What picture and poses attract and engage your ideal clients
- ▶ Image apps to help you tell visually effective stories with images that grow your community/fan base
- ▶ Ways to use video to engage your ideal clients and share your purpose
- ▶ Video tools to maximize your impact with video blogging
- ▶ How to obtain a versatile wardrobe full of clothes you love that represent the best you and attract your ideal clients that convert to revenue
- ▶ Coaching session with a style expert, giving guidance and strategies for attaining a style that gains you instant credibility in the world

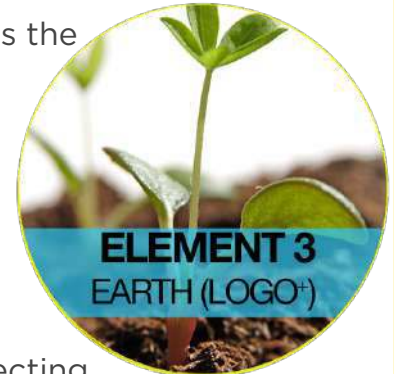


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COURSE # 3 (ELEMENT OF EARTH): THE “PERFECT” LOGO

The element of Earth is about creating the perfect logo. It explores the psychology of color, shapes and their ability to influence your platinum clients emotionally.

- ▶ How to design a visual brand image that is right for you
- ▶ Discover the brand color that attracts your ideal client
- ▶ How to choose the right font for your message
- ▶ A list of design elements you need for your personal brand
- ▶ Understand the solution you provide to your clients and connecting to the various design styles that reflect their desired result
- ▶ How to decide on the type of logo that works best for your message
- ▶ How to talk to your graphic designer to produce the logo that speaks to your personality and to your platinum client



COURSE # 4 (ELEMENT OF WATER):- HOW TO WRITE GREAT CONTENT

The element of WATER is about the content that whets the appetite for your brand. Words are powerful. In this course, you will develop all the top creative content needed to launch a purposeful brand.

- ▶ Learn to tell your story in a captivating way
- ▶ Compose your perfect biography and feel good about it
- ▶ Learn the science behind to a phenomenal advertising copy
- ▶ Why advertising is a necessity for your purpose
- ▶ How to create your power slogan
- ▶ The 7 things you need for a killer sales page
- ▶ What buzzwords to use that trigger engagement and sales
- ▶ A list of the key copy documents you need and why you need them
- ▶ The power of headlines and graphs in your copy
- ▶ How to develop copy that connects and converts
- ▶ How to tap into emotions that move people
- ▶ Why your titles should contain your keywords
- ▶ Develop blog topics or video content you can use to gain a six-month head start



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COURSE # 5 (ELEMENT OF FIRE):-PUBLIC RELATIONS

The most intensive course in the program, the element of fire is about spreading the word about your gift/talent/ability so that you can help more people. This course focuses on publicity and marketing and how to reach millions and get the media to love you.

- ▶ Understanding how publicity and marketing can impact your platinum clients
- ▶ 3 Marketing reasons personal brands fail
- ▶ How to choose the right journalist for your brand
- ▶ How to engage the media to build solid relationships
- ▶ How to think outside the box to market your purpose
- ▶ What a pitch is and how to pitch perfectly
- ▶ What NICHE marketing is and why it is your money maker
- ▶ 3 sure-fire Marketing strategies to help you build profits
 - ▶ Joint ventures
 - ▶ Referral Business
 - ▶ Work for free
- ▶ Design and activate a results-driven PR/marketing plan
- ▶ 7 PR tools every entrepreneur should utilize for their personal brand
- ▶ Learn how to build your 5 key lists for maximum influence and publicity
 - ▶ Power List
 - ▶ Family List
 - ▶ Entrepreneur Circle List
 - ▶ Wish List
 - ▶ Tribe List
- ▶ How to create a cohesive collection of promotional collateral
- ▶ 7 secrets to using public relations to grow your purposeful brand
- ▶ 3 key strategies on how to contact the media and consistently spread the word
- ▶ How to use publicity to attract platinum clients



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COURSE # 6 (ELEMENT OF AIR):-SOCIAL MEDIA POWER

The element of Air is about social media. Social media is your fastest way to build a global clientele. Just like air, in this day and age, we need it to survive and thrive globally

- ▶ The social power of your website
- ▶ The 7 things every website must have
- ▶ Develop a social media plan that engages and inspires your platinum clients
- ▶ Understand the pros and cons of 7 social media platforms
- ▶ How to choose your best 3 social media platforms
- ▶ The top 7 social media tools to help you quickly grow your list
- ▶ Learn how to create a simple time-saving social media strategy
- ▶ 7 time saving social media automation tools that will make you money
- ▶ How to re-purpose your social media content to grow your community
- ▶ Social media marketing opportunities and when to use them for sales
- ▶ 7 ways to use social media to increase your tribe list and build profits
 - ▶ Irresistible opt-in
 - ▶ Instagram/Periscope giveaways
 - ▶ Twitter Chat
 - ▶ Google Hangout
 - ▶ Blogging
 - ▶ Live streaming
 - ▶ How to optimize your blog
- ▶ The power of Google search titles
- ▶ How to make sure your brand shows up on page 1 of searches



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COURSE # 7 (ELEMENT OF METAL):- MONEY MATTERS

This final module is about the “abundance mindset” how to reach it and how to use money as a tool to help yourself and others.

- ▶ How to get and keep the ABUNDANCE mindset
- ▶ Understanding the business of your personal brand (3 Ps= Price, Profession, Power)
- ▶ How to price your expertise and know the value you provide
- ▶ Why you are already the perfect sales professional
- ▶ A simple process to track your income so that you can make more of it
- ▶ Top 7 ways to build profits
 - ▶ Signature systems
 - ▶ Writing a book
 - ▶ Selling product
 - ▶ Live streaming
 - ▶ Paid expert/speaker
 - ▶ Affiliate marketing
 - ▶ Membership model
- ▶ Exclusive video interviews with entrepreneurs who have used these methods, sharing the pros and cons



★ **BONUS:** THE BRANDING MASTERCLASS BONUS SESSION FOCUSES ON HOW TO LAUNCH A PURPOSEFUL, AUTHENTIC AND FUN PERSONAL BRAND, NOW THAT ALL THE ELEMENTS ARE COMPLETE

LAUNCH LIKE A STAR: COSMOS – HOW TO STEP UNTO YOUR STAGE EMPOWERED

Learn and master the exact steps to follow as you launch your purposeful, fun, authentic and profitable brand

- ▶ How to develop a launch plan
- ▶ Meeting your top 3 launch goals
- ▶ How to use results for continued success
- ▶ Checklist of all you need to launch
- ▶ How to create a 14-day social media launch plan (pre-launch-post)



MONEY BACK GUARANTEE: Yetunde has dedicated the last few years to making this one of the simplest and fulfilling brand activation programs available.

With 15+ years of experience and testing, it works. She figured out and used this formula to build 300+ successful purpose driven brands in the last 10 years, including her own.

It is our mission to help you create and package your purpose so that you can live a transformative, fulfilling and financially able life, for you and those you love.

However, if you're thinking hard...or if other branding programs have turned you into a total skeptic, then we want to give you every opportunity to invest and execute with confidence.

That's why we are offering you 15-days money back guaranteed. If you go through the simple step-by-step sequence, execute the projection plans, and feel we did not deliver on our commitment to the Branding Masterclass, we'll whole-heartedly refund your full payment.

We want you to experience results with your purchase but we also need to know you gave it your best effort to apply all of the strategies in this Branding Masterclass.

In order to qualify for a refund you must submit all proof that you did the work in the course (fun-sheets, strategy maps, lesson from our experts etc.) and it did not work for you.

All digital products, fun-sheets PDF's, mp3 recordings or e-books being non-tangible, cannot be refunded or exchanged once accessed, downloaded, unzipped, or viewed.

This course and it's documents are part of "the product" and once' you've downloaded them, they cannot be returned. It's a digital product, it cannot be treated the same way as returning an item at the store or food at a restaurant. Information comes with its own power. Access to the product (video, fun-sheets, audio) is access to content that gets results.

As a customer you are responsible for understanding this once you make a purchase.

Once you have access to the course (videos, audio) or downloaded the fun-sheets, you will have access to information that will help you build a purposeful and profitable personal brand that helps people.



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SIGN ME UP FOR ICY ACADEMY

EARNINGS DISCLAIMER

We believe in committing to the success of our students and have made every effort to accurately represent this product and its potential to their growth. We are growing personal brands to reach a global audience and create maximum impact for the student's purpose. ICY ACADEMY programs are intended to support your personal brand development with virtual trainings, fun-sheets, and workshops as well as give students the tactical strategies and support necessary. As stipulated by the Federal Trade Commission we cannot and do not make any guarantees about any students ability to get results or earn any money with our ideas, information, tools or strategies. You are ultimately responsible for your own success in life.

Our goal and mission is to support you.

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