

## **MQ-ID**

Creating A Unique Brand That Is YOU!

You have a whole package....a corporate logo, an office, a success strategy and the desire to make it happen. There's only one small problem – customers aren't beating a path to *your* door.

**Why?** There are 1000's of people in your company and your industry that are doing what you do.

**MQ-ID** is designed to set you apart from the pack. An MQ is your companies' Marketing Quotient. An MQ-ID is your personal marketing and branding identification. Unique, memorable and as individual as you are, your **MQ-ID** is designed to help you "stick" in the minds of potential clients while making it easy for past customers to remember who you are.

- Watch your individual brand emerge as you participate in our intriguing **MQ-ID** questionnaire.
- Work with our team to create YOUR look, YOUR identity, YOUR feel, and YOUR tagline.
- Take your new **MQ-ID** with you wherever you go – so *you* will be recognized no matter what company you work for.

**MQ-ID** is perfect for industry professionals who want potential clients and past customers to recognize and remember who they are.

- Mortgage Brokers
- Realtors
- Financial Planners
- Party Consultants
- Loan Officers
- Sales Representatives

**Thinking  
Big.**<sup>TM</sup>



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StarmakerMarketing.com

Your Custom **MQ-ID** includes:

**1) Personal Branding Development of Your Unique Slogan/Tagline**

- a. People need a mental 'hook' to link to your name. Starmaker will help develop a 'hook' that is reflective of both your personality and your professional style.

**2) Icon/Logo or LOOK for All Your Marketing Collateral**

- a. Your 'hook' needs to coincide with a recognizable look. Set yourself apart from the pack! Starmaker will offer out of the box ideas to build your personal brand while keeping your MQ-ID efforts consistent and effective.

**3) Elevator Speech Development**

- a. At Microsoft, salespeople are expected to be able to explain the benefits of their product in thirty seconds. This is called the "elevator test"--that is, if an employee found himself in an elevator with the CEO of a Fortune 500 company and wanted to sell him or her on a Microsoft product, could he do it in the time of the elevator ride? We will help you boil all of the products/services you offer down to its most compelling essence. In 30 seconds, you will be able to explain what your business is, who your customers are, what you offer that is unique, and why someone should buy from you.

**4) Features/Benefits Sell Sheet**

- a. You may have already heard that people buy benefits - not features. If not, that right there is worth the time you spent investigating MQ-ID. Starmaker will help you translate each feature of doing business with you into a benefit you can share with your client while still letting them know how competent and knowledgeable you are.

**5) Defined Mission and Legacy Statements**

- a. People tend to drift from their initial objectives and goals. Your mission and legacy statements will shape the direction of your MQ-ID. You have unique goals that are different from others in your industry. Starmaker ties your mission and legacy statements into your MQ-ID so that your values are reflected in your branding.

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- b. Your legacy statement will help you think past this week or this month and look at the long term impact your every day actions have on your business, as well as the world at large.

**6) Ideal Client Definition**

- a. We help you define your Target Market. Starmaker will help you analyze where you are spending your time, energy and money and determine what makes the most sense. You will find new opportunities to reach prospects and fine tune your current level of market saturation.

**7) 12 Month Action Sheet**

- a. MQ-ID is something you can use – right away. Your MQ-ID action sheet will give you recommendations of ways to make unique contacts with clients/prospects every month. Your MQ-ID gives you immediate value and the return on your investment will compound as you implement and use your MQ-ID!

Total Investment Now ONLY \$1,500!

Approved: \_\_\_\_\_ Date: \_\_\_\_\_

Starmaker Rep: \_\_\_\_\_ Date: \_\_\_\_\_

**Powerful Personal Positioning!**

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Big.™**