

PORTFOLIO SAMPLE

RADIUS
DESIGN STUDIO

» BRAND PACKAGE, MILLS 50 FITNESS

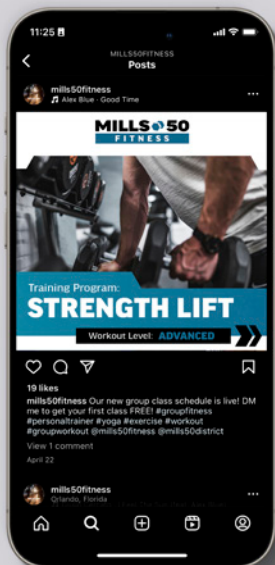
Brand Development

Mills 50 Fitness, Independent Fitness Studio

- Developed new branding package for independent fitness studio in Orlando, Florida. Included brand discovery exercises, development of company mission statement, core values, target audiences.
- Package includes brand variations for all applications, print, digital, social, promotional items.
- Designed additional applications and mockups to illustrate brand usage for future business needs.

MILLS 50

FITNESS

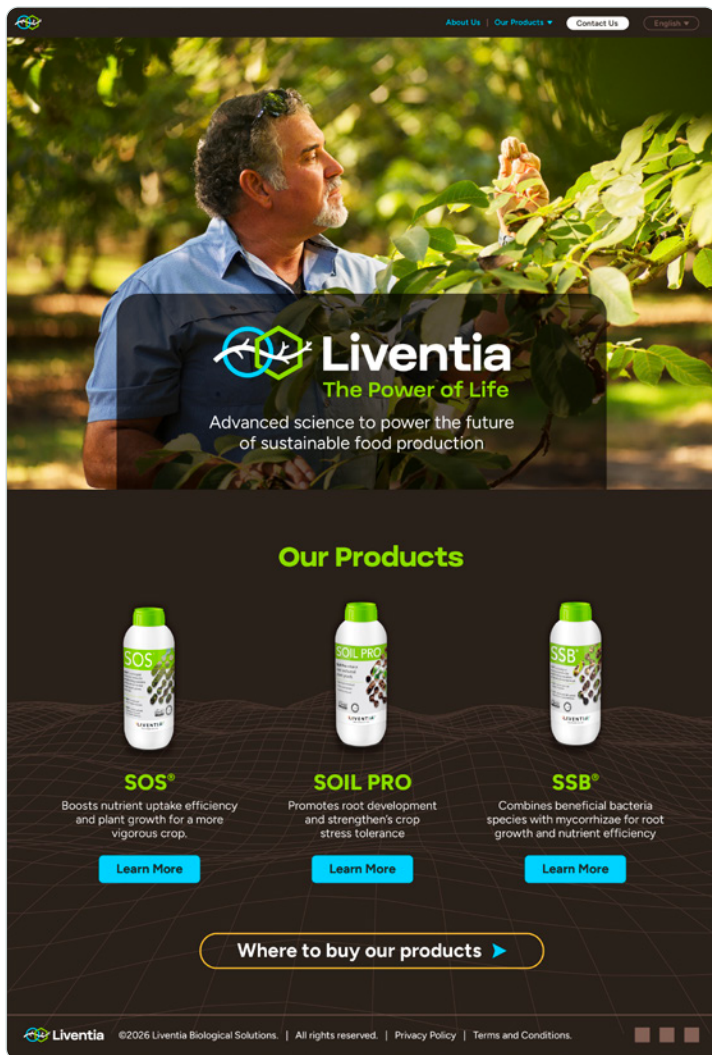


» BRAND PACKAGE, LIVENTIA

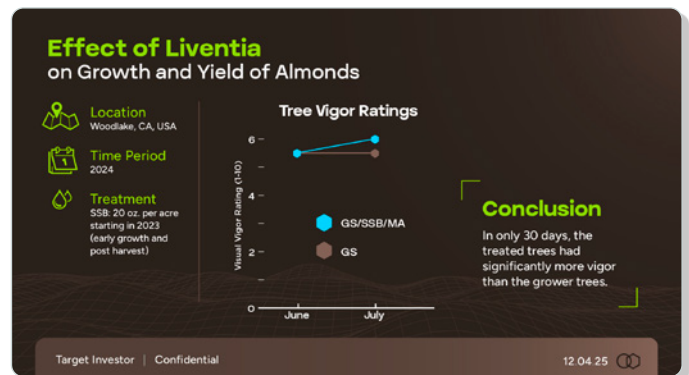
Brand Development

Liventia, Agriculture Biological Solutions

- Developed updated branding package for international agriculture biologicals company. Partnered with leadership and external marketing firm to hold brand discovery exercises, to develop mission and vision statements, core values and messaging.
- Package includes full color palette, typography set, and supporting visual elements. Designed additional mockups to illustrate brand usage for future business needs.
- Designed detailed presentation template, with multiple layout options for various content types.



proposed site design



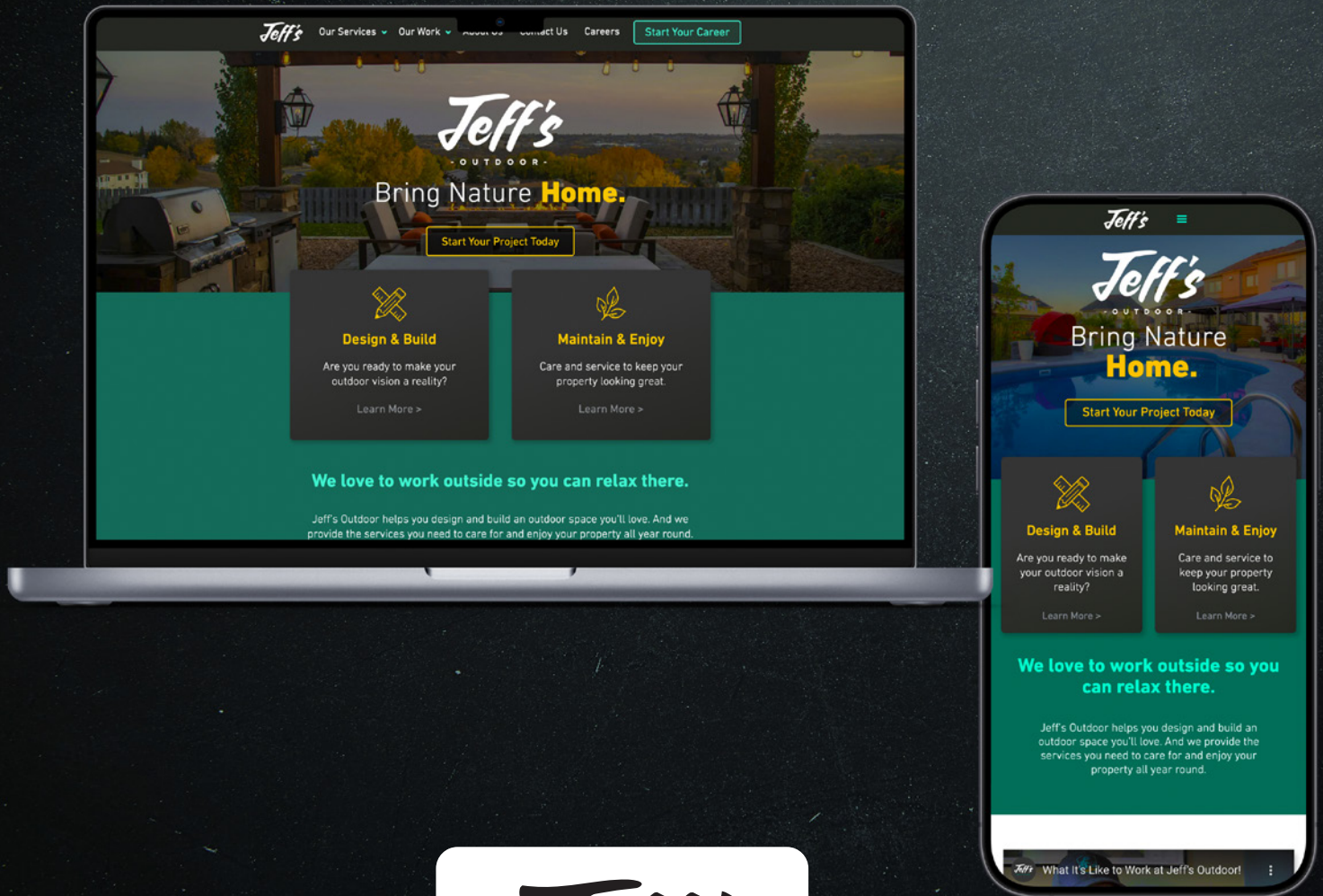
presentation template

» WEBSITE DEVELOPMENT, JEFF'S OUTDOOR

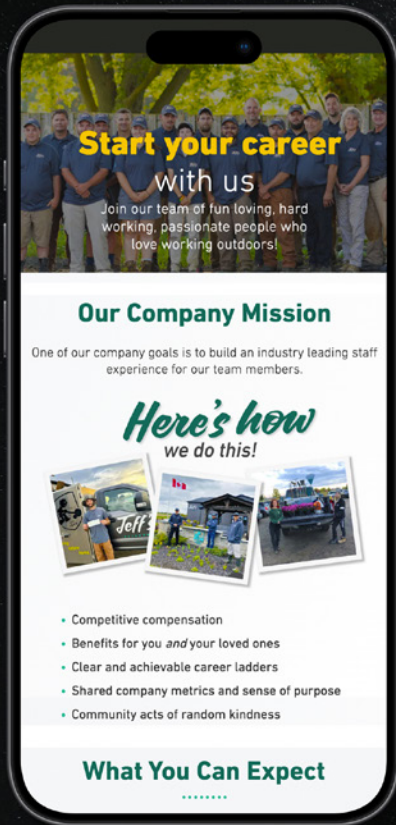
Website Planning, Design and Development

Jeff's Outdoor, Gardening, Landscaping and Construction Company

- Led the website development process from strategy and planning to design, development, and launch for a 30 year community business.
- Created custom lead qualification tools to guide and qualify new prospects, gather more detailed customer information, and assist sales team in closing higher ticket projects.
- Built portfolio section to showcase industry expertise, strengthen credibility and drive sales



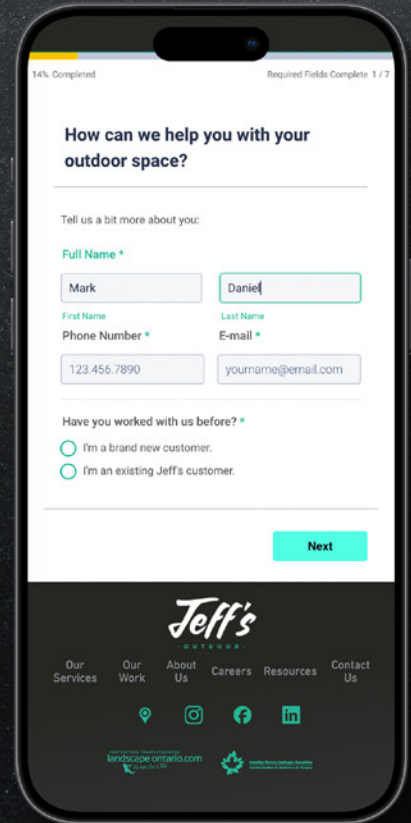
Jeff's
- O U T D O O R -



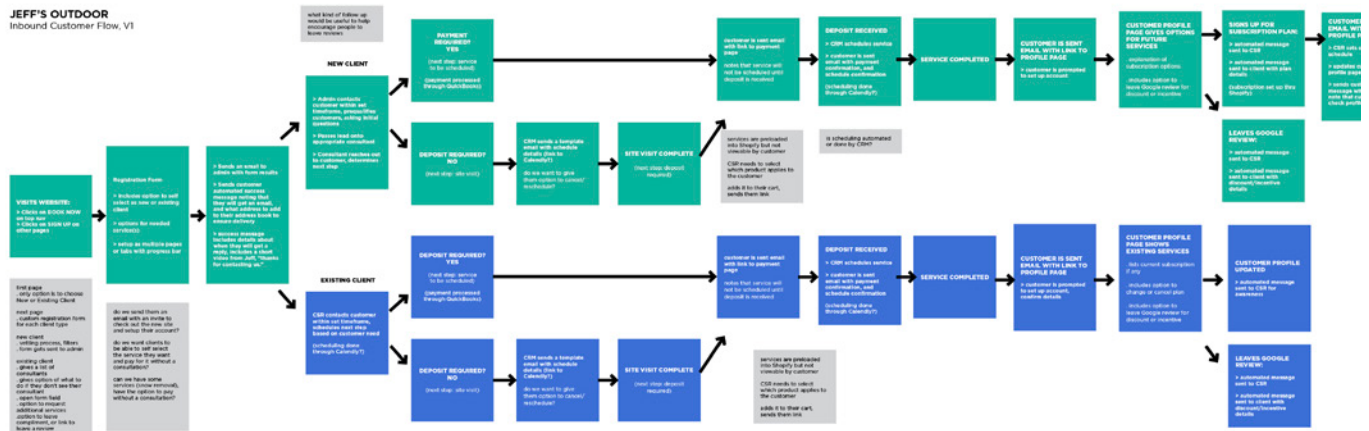
careers page



resource blog



contact form



initial user flowchart

» BRAND PACKAGE, WAVE GROUP

Brand Development

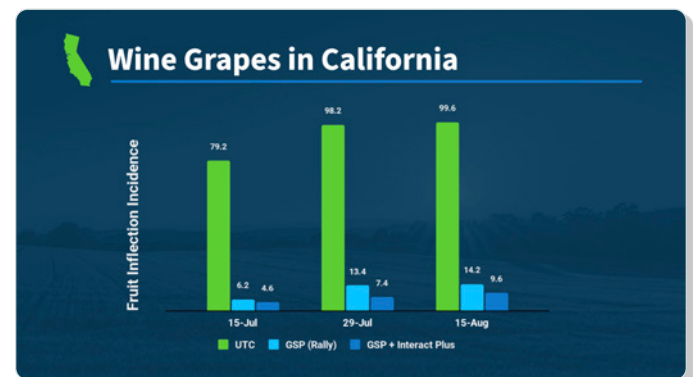
Wave Group, Agriculture Innovations

- Developed updated branding package for agriculture products company.
- Partnered with leadership and external marketing firm to hold brand discovery exercises, develop core values and messaging.
- Created custom artwork and iconography to supplement the project based on assessment of existing projects and future needs.

Wave



proposed site design



presentation template

» MARKETING TACTICS, RAMSEY SOLUTIONS

Marketing Strategy

Business to Consumer division, Ramsey Solutions

- Designed marketing and sales emails to help promote products, build awareness and drive product sales.
- Created document templates for future deliverables to help with production efficiency and maintain design consistency.
- Collaborated with brand leader, marketers and writers to develop free resources designed to drive brand engagement, build an audience, and provide shareable value.

KEN COLEMAN

WHAT WERE YOU BORN TO DO?

Preorder Now



ONLY \$20

Here's the truth.

From accounting to advertising, from plumbing to production—YOU were created to fill a unique role and the world needs you. Whether you want to get hired or get promoted, my new book *From Paycheck to Purpose* is the clear path for doing work you love.

You don't have to choose between making a real impact and making a great income. Here's how to have both. And if you preorder now, you'll get \$100 in bonus items! Win-win.

Preorder Now

R

JOIN THE CONVERSATION



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KEN COLEMAN



WHAT WAS YOUR TEEN BORN TO DO?

I'm here to help! I've made a version of my Career Assessment just for students—because we all know they're facing some big decisions about the future. This assessment will give them their own custom report that includes their unique purpose statement and a list of jobs and industries that could be a great next step for them after graduation.



NEW STUDENT VERSION!

So if you've got a high schooler in your life, help them avoid getting stuck in a dead-end J-O-B—the sooner they can find the work they love, the sooner they can start making an income and an impact!

Get the Assessment

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KEN COLEMAN

JOIN THE FROM PAYCHECK TO PURPOSE LAUNCH TEAM

Preorder Now



Go behind the scenes!

I'm building a launch team for the release of my new book, *From Paycheck to Purpose*, and I want YOU to be part of it!

Here's what you'll get as a member of the launch team:

- Early access to the book
- An invite to our private Facebook group
- Live coaching sessions with yours truly
- Plenty of top-secret, behind-the-scenes updates

So how do you join? Just preorder the book for \$20! (Easy.) Not only will you become a launch team member, but you'll get to choose from \$100 in bonus items tailored to fit your career goals. I can't wait to see what you think of the book!

Preorder Now

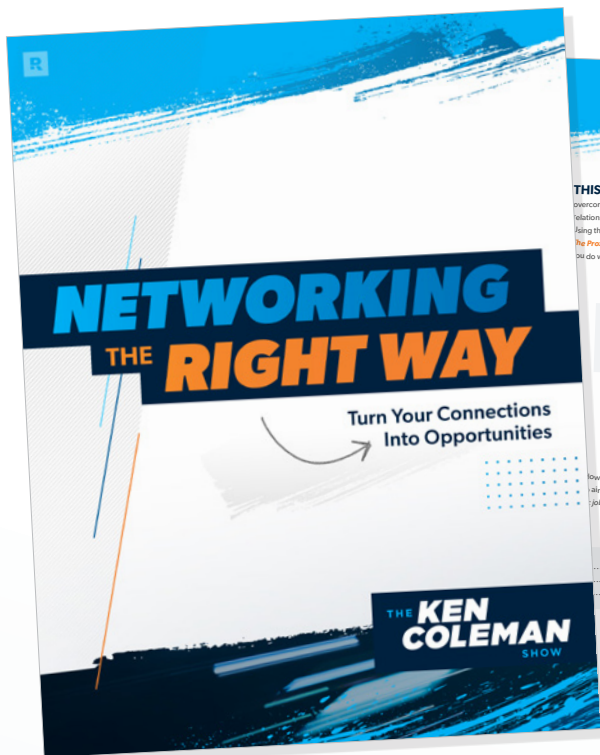
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assorted marketing emails



THIS GUIDE IS THE LOW-PRESSURE, high impact way to overcome the awkwardness of traditional networking and start building genuine relationships. To get the most out of it, you'll want to have a clear goal in mind. Using this guide will get you started on the path to your goal—and reading my book *The Proximity Principle* will take you further with more in-depth guidance to help you do work you love.

You can get started with the people you already know!

Let's say you know **20 PEOPLE**
and if each of them also knows **20 PEOPLE**
You've just multiplied your network to **400 PEOPLE**

Are you ready to start connecting? Let's do this!

▶▶ WHAT'S YOUR DESTINATION?

Down the industry, company, role, location or professional connection you want to go for. For example: I want to work in (specific city). Or I want to have (job). Or I want to work in (specific industry).

MY GOAL: ▼

Now it's time to find the connections that will help you reach your goal!

DOWN WHO YOU KNOW

list of your **inner circle** (your close friends and family)

list of your **outer circle** (acquaintances, former colleagues, etc.)

Jobs you know from previous jobs, professional associations, your kids' school or extracurricular activities below:

Jobs

Professional Groups

Media

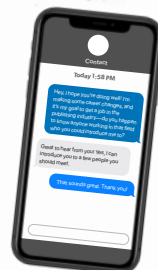
Hobbies

2. CONNECT WITH YOUR INNER AND OUTER CIRCLES

Now that you're clear on who's in your inner and outer circle:

- ▶ **Reach out** to each of these people via email, phone call, text or in-person conversation.
- ▶ **Share the goal** you wrote down earlier.
- ▶ **Discover** if they know anyone who could get you closer to that goal.
- ▶ **Ask them** to connect you with that person.

Of course, you can modify what you say to fit your goal, the situation and how well you know the person you're reaching out to.



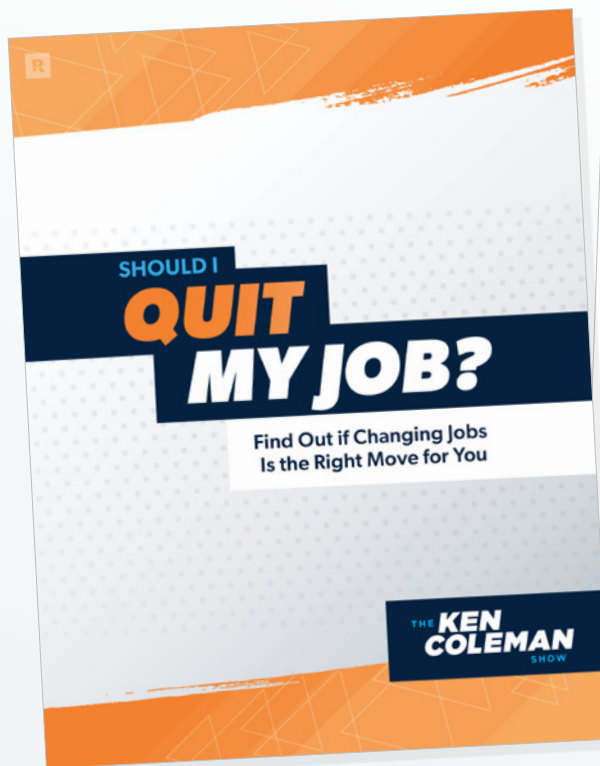
3. LIST YOUR NEW CONNECTIONS



After talking with the people in your inner and outer circle, you'll make connections you didn't have before who are closer to your end goal. List the names of all those new connections on the next page and check one of the circles to show whether you're planning to schedule coffee, a meal, or a call with them.

New Connection: **Ken Coleman** Company: **Ramsey Solutions** Contact Info: **ken@ramsey.com** Referred by: **Alice Green**

Use the worksheet on the next page to finish this step.



SHOULD I QUIT MY JOB?

Respond to the following statements honestly—no one's going to see this but you. Don't think about them too hard. Go with your gut reaction.

1 Strongly Disagree 2 Disagree 3 Neutral 4 Agree 5 Strongly Agree

PART 1: ARE YOU IN THE RIGHT ROLE?

- At times, the actual work I do day to day gives me intense anxiety and/or causes me to feel depressed.
- I'm not passionate about my day-to-day work. I think there's something out there that I would enjoy doing much more.
- I'm not proud of the results my work produces. I don't get excited about what I've created when I finish a project.
- I'm often bored out of my mind at work. Even if there's plenty of work to do, it's so boring!
- I'm always counting down the hours to quitting time, and I live for the weekend.
- I feel like I'm underutilized and wish I had more responsibilities.
- I don't feel like I'm making good use of all of my skills.
- If given the opportunity, there are other positions out there I would enjoy doing more.
- When I complete a project, I'm not eager to find a new one to work on. I want to be assigned more work.
- I wouldn't want to be doing the same type of work even if it were at another company.

TOTAL:

If your score is 1-4: **YOU'RE IN THE RIGHT ROLE**

If your score is 5: **YOU'RE IN THE WRONG ROLE**

MOVE ON TO PART 2

YOUR RESULTS

YOU'RE IN THE RIGHT ROLE IN THE RIGHT PLACE.

Boom! You're positioned to keep growing. But that doesn't mean you're off the hook—there's still important work to be done even when you're in your sweet spot. Practice these five habits daily to set yourself up for success:

- ▶ Come out time every single day to **learn something new**.
- ▶ Find small ways to **do what you're learning**.
- ▶ Regularly connect with people you can learn from **who are excelling in their work**.
- ▶ Find ways to **serve** inside and outside your workplace.
- ▶ Before you go to bed, **take time to reflect** on your day.

MORE RESOURCES:
▶ Learn more about these five habits in [this article](#).
▶ Get familiar with the proximity mindset. Find a deep dive in chapter 15 of my book *The Proximity Principle*.
▶ Watch this video to learn how to find a mentor who can help you stay on the trajectory to the top.

YOU'RE IN THE WRONG ROLE IN THE RIGHT PLACE.

You're in the wrong seat of the bus. The good news is, you're on the right bus! Here are four steps that will help you move into the right seat:

- ▶ Identify a role internally that would allow you to **better utilize your skills and gifts**.
- ▶ Communicate your desire to change roles with your leader and **confirm what you need to do to get there**.
- ▶ Get all the **experience and education you need** for the role you want. Read books, listen to podcasts, and take evening classes if you need a certification. And connect with people—internally and externally—who are winning in a similar role.
- ▶ Schedule a **follow-up conversation** with your leader about the progress you've made and talk about next steps.

MORE RESOURCES:
▶ If you're worried about changing careers midlife, read [this article](#) to learn why it's never too late.
▶ Watch this video to learn how to find a mentor who can help you stay on the trajectory to the top.

» MEDIA PITCH SHEETS, RAMSEY SOLUTIONS

Marketing Strategy

Public Relations Team, Ramsey Solutions

- Design custom pitch sheets for public relations team to use when pitching our subject matter experts to national media for news appearances.
- Collaborated with brand leaders, writers, producers, and public relations team to determine content and design approach, creating a flexible base template to be customized as needed.
- Focus of Dr. John Delony's pitch sheet was to highlight the reach and audience profile of his show. Focus of Ken Coleman's pitch sheet was to highlight his experience as an expert interviewer.



ABOUT THE SHOW

The Dr. John Delony Show is a caller-driven show that offers real people a chance to be heard as with relationship issues and mental health. Dr. John Delony, a leading voice on emotional well relationships, gives people the tools they need to cut through the chaos of our disconnected s and find peace. Previous guests include Terrence Real, Matthew McCoughaney, Ryan Michler, and The Minimalists.

TOPICS: Relationships, Mental Health, Wellness, Stress, Anxiety

LISTENER DEMOGRAPHIC



27% Male
73% Female



63% College Graduates



49% Millennials



39 Median Age: 39 years old

REACH

- Ramsey Net Top .05% of D Worldwide
- Ranking: #1 in Apple's Fitness charts
- Average Ar on YouTube
- Average A Download
- Lifetime D 12M

"Everyone should listen to this. We need to eliminate the stigma around mental health and counseling."

"No matter what stage of life you're in, everyone can benefit from a good counselor and I think Delony has presented counseling in a positive light to so many!"

"Straightforward, no tiptoeing around hard topics."

– Apple Podcasts Reviews

CONNECT WITH DR. JOHN DELONY

Instagram, Facebook and Twitter: @johndelony Website: johndelony.com



ABOUT THE SHOW

The Ken Coleman Show helps people find purpose in their work so they can increase their income and their impact. Ken is the #1 bestselling author of *The Proximity Principle* and *From Paycheck to Purpose* and a co-host of *The Ramsey Show*, the second largest radio show in America. Renowned for his interviews, Ken engages in entertaining conversations that equip the audience to make changes to transform their lives and achieve their dreams.

PAST INTERVIEWS INCLUDE:

Business Leaders	Thought Leaders	Sports
Sara Blakely Daymond John Jamie Kern Lima Jack Welch	Malcolm Gladwell Tony Robbins Simon Sinek Jim Collins Gary Vaynerchuk	Nick Saban Coach K Peyton Manning Emmitt Smith Tony Hawk Pat Summitt
Entertainment	Politics	
Matthew McConaughey Dolly Parton Harry Connick Jr. Mark Burnett Rev. Run	President George W. Bush President Jimmy Carter Condoleezza Rice	

1 MILLION +

podcast downloads every month



Ken Coleman has a gift of asking the questions we should all be asking.

Mark Burnett
Executive Producer, Creator of *Shark Tank*, *The Voice* and *Survivor*

Interested in learning more about the show and talking with Ken? [Check out Ken's press kit](#) for more information.

MEDIA CONTACT: Samantha Ellis
samantha.ellis@ramseysolutions.com or 615.850.1543

» LEADERSHIP EVENT, HD SUPPLY

Event Branding and Support

Marketing and Communications division, HD SUPPLY

- Collaborated with company leadership, marketing and internal communications to develop event theme, messaging and branding.
- Designed and oversaw production of all support and communication materials needed for the event, print and digital.
- This included directional signage, oversized banners, registration booklets, custom lanyards, nametags, and templates for awards, presentations, and all email communications.

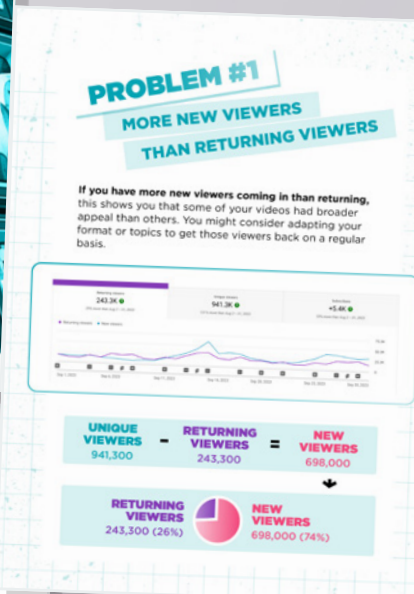
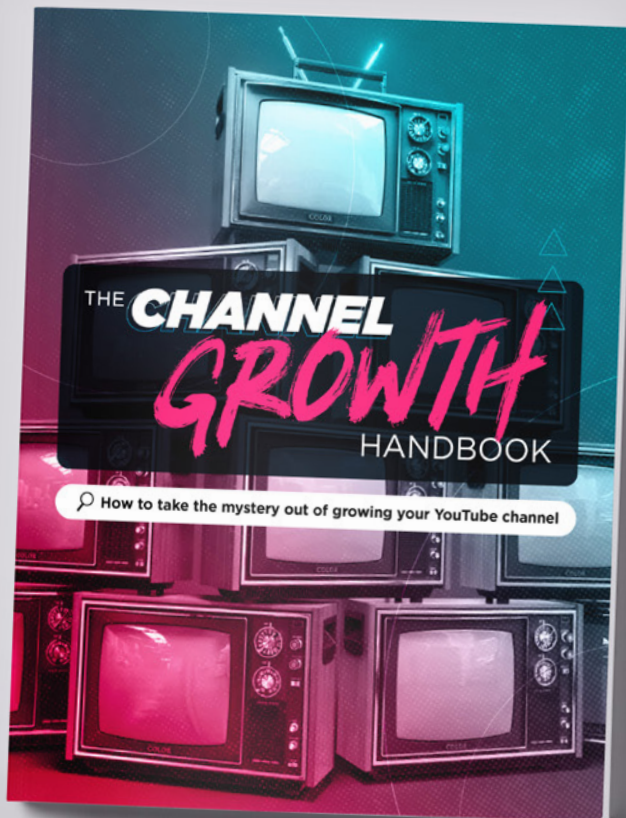


» COURSE HANDBOOK, YOUTUBE MADE SIMPLE

Educational Resource

YouTube Made Simple, educational channel

- Developed branding approach and creative for proposed educational YouTube channel. Designed course handbook which included case studies, multiple types of charts, forms and more.
- Designed additional creative assets and mockups to illustrate additional brand applications and prepare client for future needs.



TO SOLVE THIS:

When you notice a section of content with a valley, pay attention to what's happening visually and audibly at these points and avoid repeating it in future videos. If that content is essential, such as promoting a product or a Call to Action, find another way to convey the information or minimize its impact by placing it towards the end of the video.

Here are two people who work CTA's into their content well:

Ryan Trahan Ryan creatively hints at his products throughout his video. **WATCH NOW**

Ryan George Ryan teases a CTA at the front, and then places it at the end of his video. **WATCH NOW**

WHY ARE THESE SO IMPORTANT?

This is when the algorithm initially re-evaluates your video to determine its performance.

That's why some videos can level off after the first two days, but then spike again 7 days, 28 days or even 90 days later.

To tell how your video is doing early on, and to better measure future video performance, take a look at your past 10-15 uploads and get the 48 / 7 / 28 metrics for each video to build your own score card.

Here's a score card you can use as a reference:

TOP VIDEOS IN FIRST 48 HRS.
SEPT. 17 - 30: COMPARED TO AVERAGE CHANNEL VELOCITY

LOW: under 14K views **MEDIUM:** 14 - 22K views **HIGH:** 22K + views

	Views in first 48 hrs.	Score
Add thumbnail here VIDEO TITLE #1	27,912	↑
Add thumbnail here VIDEO TITLE #2	15,469	→
Add thumbnail here VIDEO TITLE #3	12,692	↓

CLARIFY YOUR VIDEO FORMAT

This is the overall tone and setting of the experience you are inviting your viewer into which informs what the content will look, feel and sound like to your viewers.

Q. What are 5 words you would use to describe the tone of the experience you are trying to create with your videos?

- 1.
- 2.
- 3.
- 4.
- 5.

Q. How many hours do you currently have to devote to working on your channel week to week?

Q. What would need to be true for you to consistently upload one video a week to your channel?

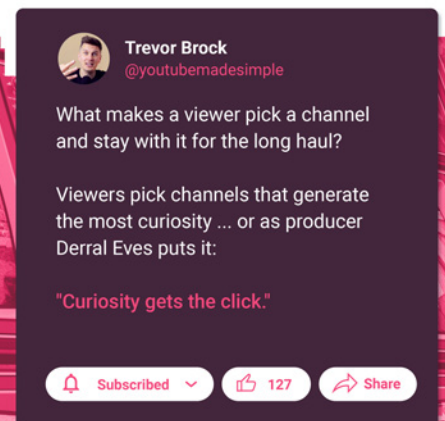
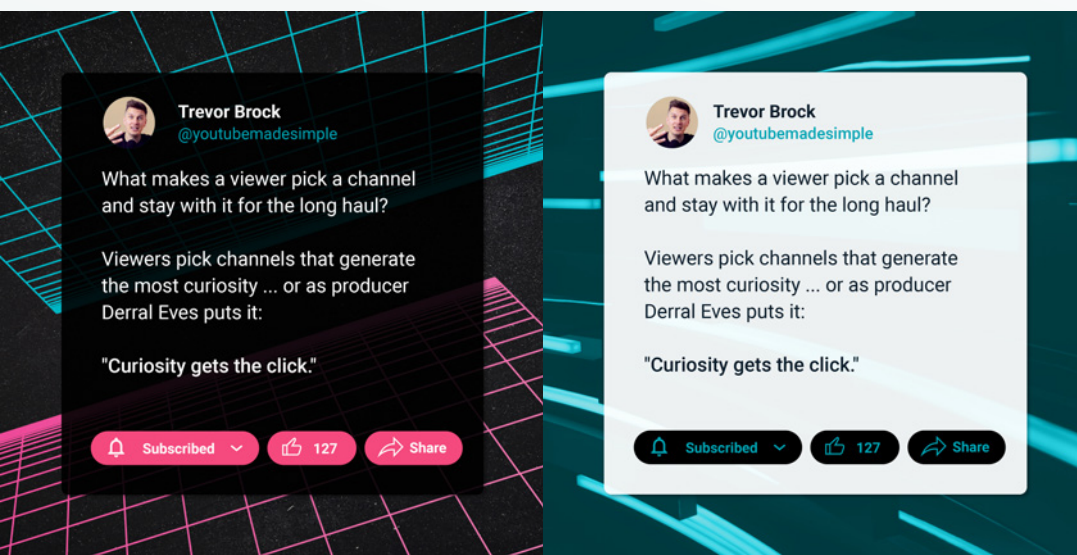
A.



proposed YouTube graphics



proposed thumbnail and social templates





EXPLORE

YOUR POTENTIAL

RADIUS
DESIGN STUDIO

Brand Strategy | Identity Systems | Print and Digital Design

LET'S GET STARTED.