



Brand Story Design, Presentation Performance Coaching and Video Content Creation

Maximize Your Speaking Impact and Amplify Your Brand

- Group Learning Sessions
- Story Extraction & Structure: Identifying mission, voice, teach Sandwich Model™
- 1:1 Coaching & Direction
- Performance & Production: Coaching, rehearsal, scene guidance
- Video Finalization + Application Support
- Strategic Use & Application: Delivery, application, feedback

Video brand storytelling is one of the most powerful tools a solo or small business owner can use to amplify their voice, build immediate trust, and create lasting emotional resonance with partners, funders, and audiences. A well-crafted story doesn't just explain what someone does—it reveals why it matters, and turns that clarity into influence. I see this project as a chance to help your members show up with confidence, articulate their value with intention, and unlock new visibility and momentum in their professional spaces.

This course will support your clients in crafting clear, compelling, and authentic brand stories that elevate visibility, deepen audience trust, and open new doors for funding, speaking, and thought leadership. Each participating business will receive:

- **Discovery & Story Development Session**
 - *One-on-one session to clarify mission, message, and voice.*
- **Scriptwriting & Storyboarding**
 - *Development of a compelling and repeatable 60-second “Business Brand Story” promo video.*
- **On-Camera Coaching & Direction**
 - *Support to help each client feel confident and credible on screen.*
- **Editing Oversight & Final Video Delivery**
 - *Guidance on production and review, with final delivery of a polished 60-second branded video. Includes one round of revisions.*



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Course Schedule

9am - 11am EST (8am - 10am CDT)

MOD 1: 2 Group Sessions | 90–120 minutes each

Tuesday, October 14

Tuesday, October 21

- Group Learning + Story Frameworks (this aligns with Proposal Stage “Story Extraction & Structure”)
- We’ll begin with two live cohort sessions focused on teaching the “Back Pocket Brand Story” and “Sandwich Model™” frameworks. These sessions jumpstart story development and create a shared foundation across participants.

MOD 2: Weeks of October 26 + November 2 (3–4 hours per client, Scheduled Appointments)

- Individual Story + Video Work (this aligns with Proposal Stage “Performance & Production”)
- Each will receive 1:1 coaching to refine their script, rehearse delivery, and receive light guidance on scene direction and basic video setup (e.g. iPhone or webcam). At this time the group will be introduced to Kirk Gimenez and his role in supervising and executing the video processes.

9am - 11am EST (8am - 10am CDT)

MOD 3: 2 Group Sessions | 90–120 minutes each

Tuesday Nov 4

Tuesday, Nov 11

- Final Touchpoint (this aligns with Proposal Stage “Strategic Use & Application”)
- We can use this time as a final wrap-up, offering either a group session or flexible office hours to review video application strategies and support next steps.