



Social Republic™

Brand Management, Marketing, and Social Media

Workbook

Part One (First Meeting) (Limited to 1 hour)

1. Explain Social Republic workbook- Dallas J. Moore will perform
2. Brain storm bubble= exercise
3. Short-term, mid-range, and long-term goals= exercise
4. Reach for the moon= exercise
5. The ladder map= exercise
6. Action plan to reach goals= exercise

Part Two (Second Meeting and Follow Up) (Limited to 30 minutes)

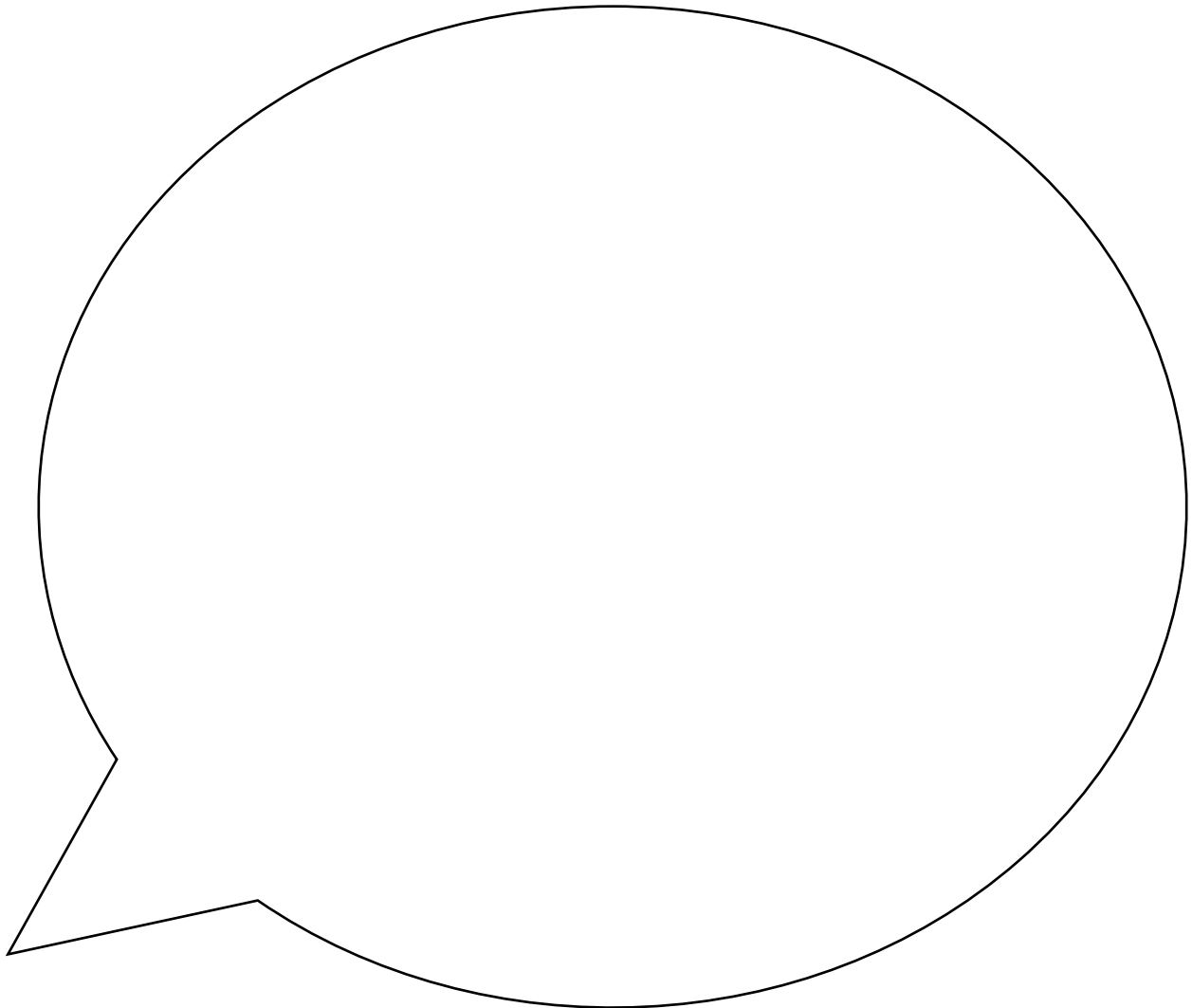
1. Answer any questions about Social Republic workbook
2. Go through Social Republic workbook- Dallas J. Moore will lead conversation
3. Discuss options and services- Dallas J. Moore will lead conversation
4. Ask to prepare Social Republic proposal

Part Three (Third Meeting and Proposal) (Limited to 30 minutes)

1. Go over Social Republic findings from workbook- Dallas J. Moore will perform
2. Present and go over Social Republic proposal- Dallas J. Moore will perform
3. Answer questions- Dallas J. Moore will lead conversation
4. Revise or finalize proposal- Dallas J. Moore will perform

There are many things that make up your business. What words or phrases come to mind when you think about your business and its products and/or services?

Please make your notes in the below bubble.



What words come to mind when you think of your business, products, and/or services? Writing them out can help you categorize and create another direction for your business and its products, and/or services. Most often we hear about short and long-term goals. Both are equally important, but we should not neglect the mid-range. We need to know what those goals are and how we can aim to achieve them.

Please use the below area to fill in your short-, middle-, and long-term goals. This will help you discover where you need to go, what's most important, and also offer a timeline for a starting point.

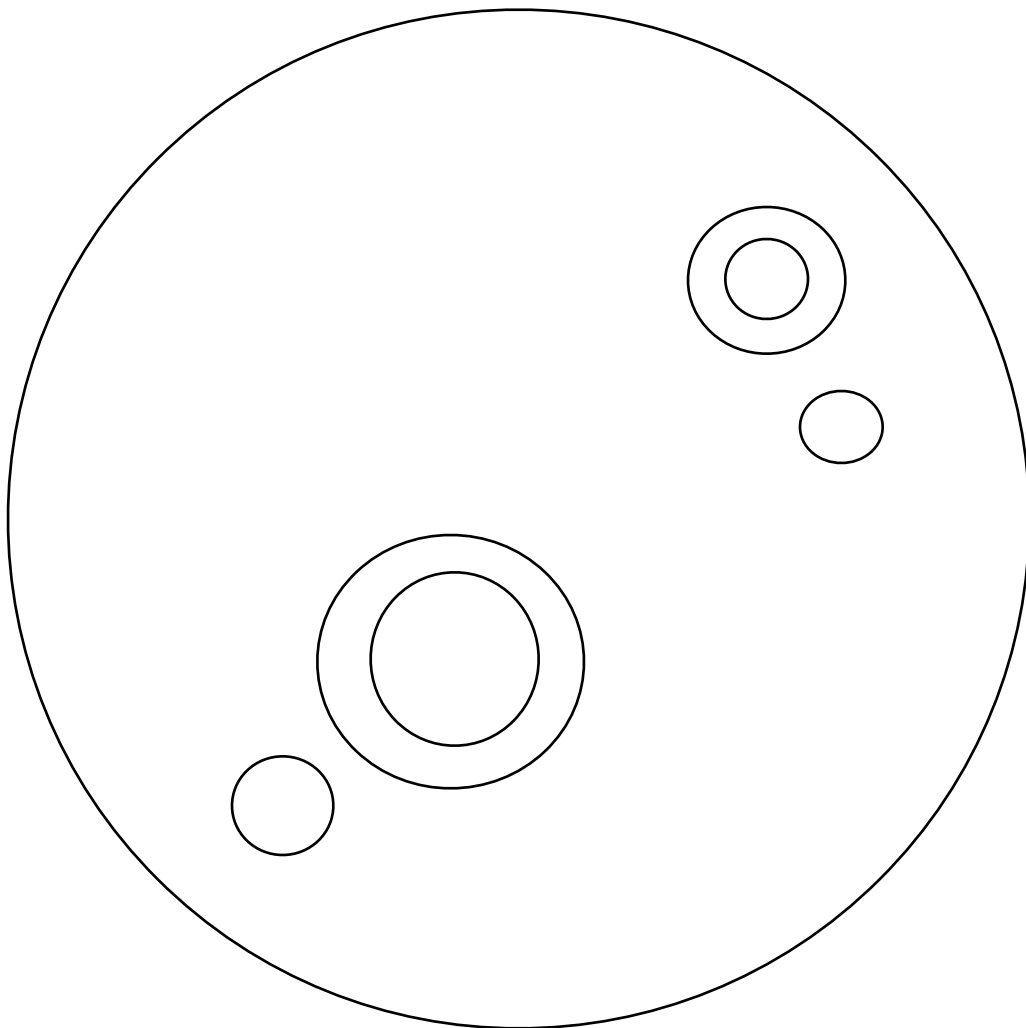
Short-term

Mid-range

Long-term

You should always reach for the moon. What are the things with your business, products, and/or services you want? This is where it's okay if you don't know how it would be possible to achieve these things. It's about having the dream to get there.

Please use the below moon to write out your big dreams and goals.





The above lines are steps in your goals. Each step is another towards success. The lines to the left are your base.

With your business and its products and services, you have an idea where you would like to start or where you have started. You know where you would like to go. The question is how are you going to get there?

Please use the below area to make notes on what actions you will take to move from the starting line to the finish line. Climb the ladder to your success.

Short-term

Long-term
