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Who are we?



Alex von Allmen, MBA



Tatjana Omanovic



Victor Marcial-Vega, MD

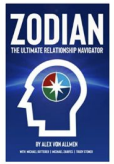
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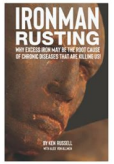
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Alex von Allmen

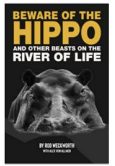


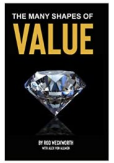
- Director of BrandMother
- Over 1500 client engagements worldwide
- Start-up and small business coach
- Lean Start-up and E-Myth Advocate
- AT&T Wireless Business Analyst - $1B Region
- Franchise Experience - KFC and Celluland
- MBA - Northwestern Kellogg School of Business
- Author of five books on Amazon











BrandMother℠

KFC

at&t Wireless

Northwestern Kellogg School of Management

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Victor Marcial-Vega, MD (advisor)



- Board Certified in Radiation Oncology
- Johns Hopkins Medical School - Residency Oncology
- Washington University Medical School - Professor
- Wrote first EES Clinical Study
- Advocate of Integrative Medicine - Aromatherapy expert

JOHNS HOPKINS MEDICINE

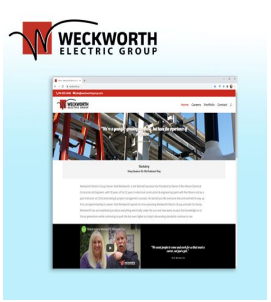
Washington University in St. Louis SCHOOL OF MEDICINE

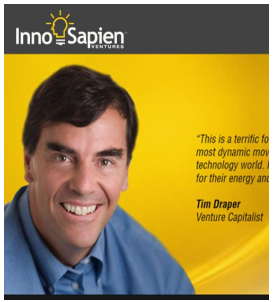
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BrandMother has served over 1500 Clients













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We all want to be a force for healing in the world!



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EES has created the technology

ENERGY ENHANCEMENT SYSTEM



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Unifyd Healing has generated awareness

UNIFYD healing



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So…what is missing?

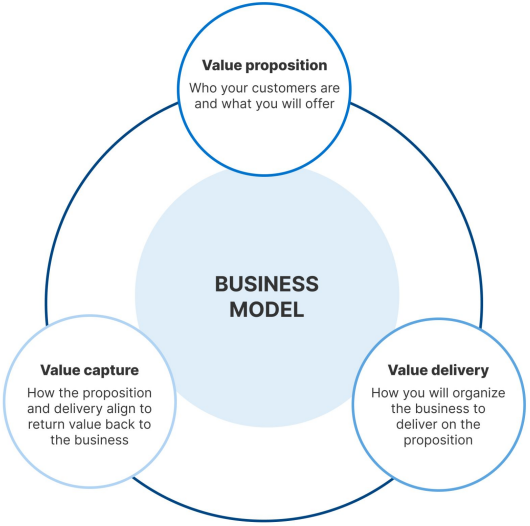


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A lot…how to build a sustainable business?





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Areas

Marketing



Sales / Networking



Value Delivery



Finance



Bad News / Good News



Bad News:

- 20% of Independent Businesses Fail in First Year
- 50% fail in five years

Good News:

- 85% of franchises survive five years of more
- A Mastermind Alliance can make a difference!

Many uncertainties…many things to learn

- How to get customers?
- Product pricing and membership plans
- How to provide excellent customer experiences?
- How to get repeat and referral business
- Financial stability

Franchise-Like Benefits.. at a Fraction of the Price!

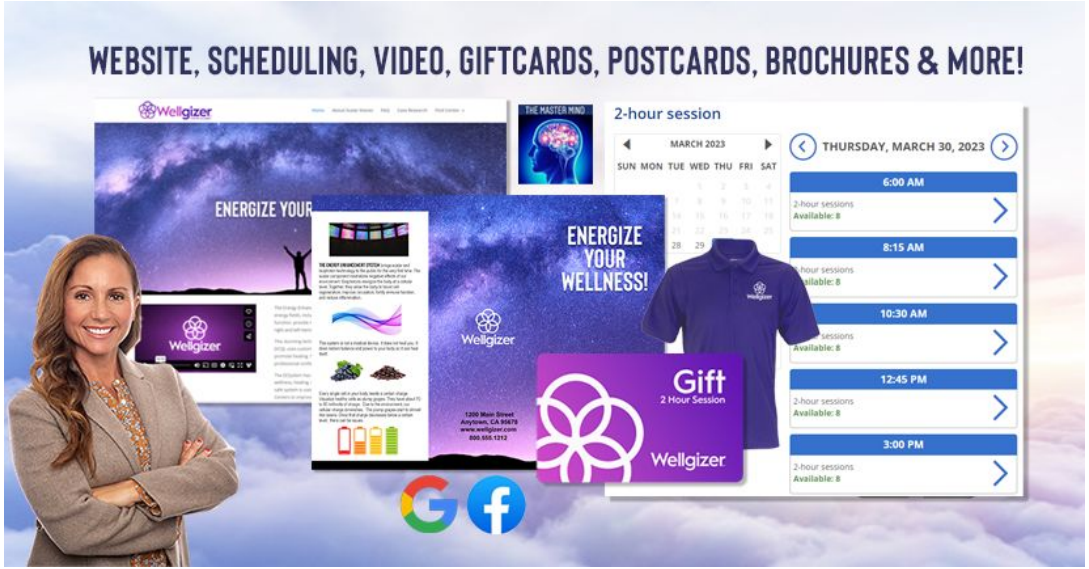




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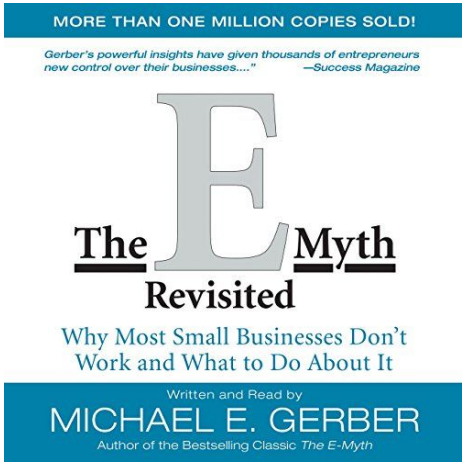
Professional branding and marketing collateral material

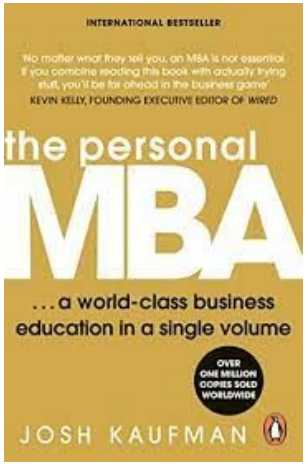


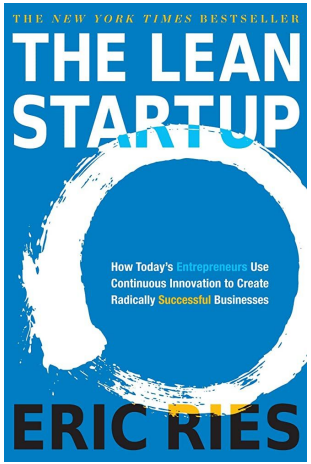
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Relevant Curated Training Videos







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Integrated Marketing Communications (IMC) is similar to Integrative Medicine



MEDILL

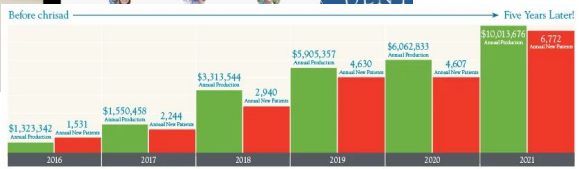
Northwestern Kellogg School of Management

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ChrisAd has applied IMC to Dental practices





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The Wellgizer brand comes with wellgizer.com!





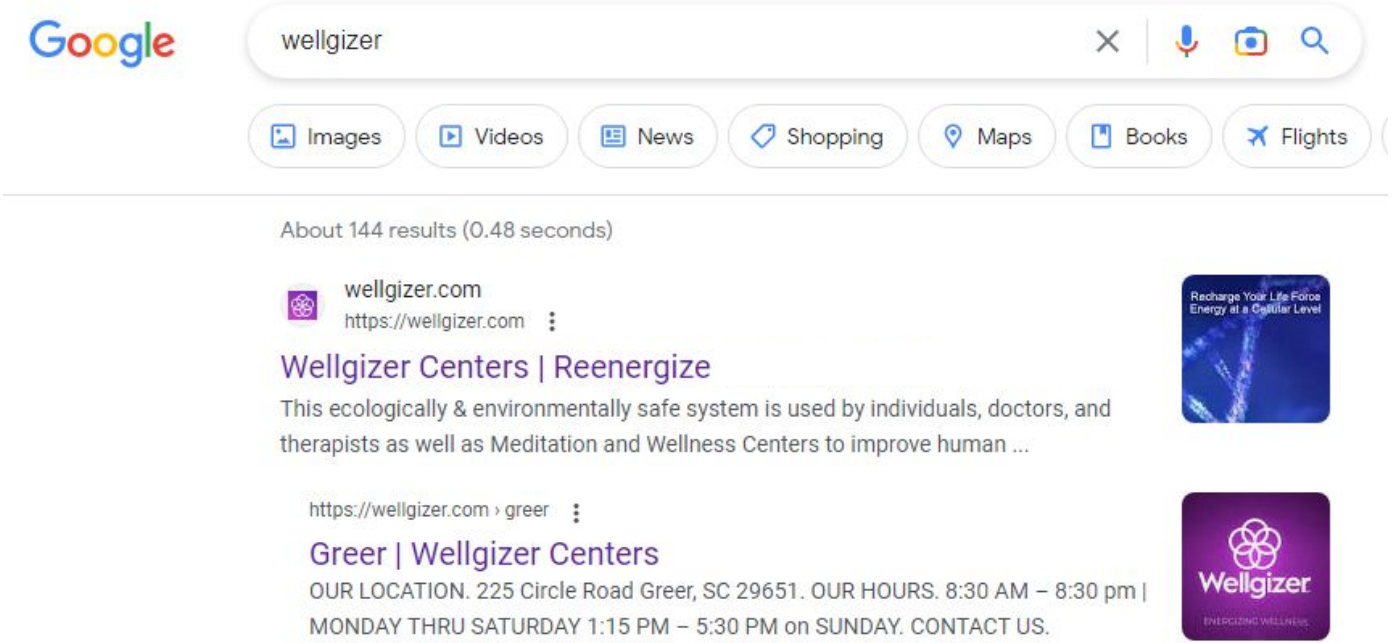




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“Wellgizer” is already at the top of Google searches



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Brand Options - Wellgizer or Your Name

Wellgizer



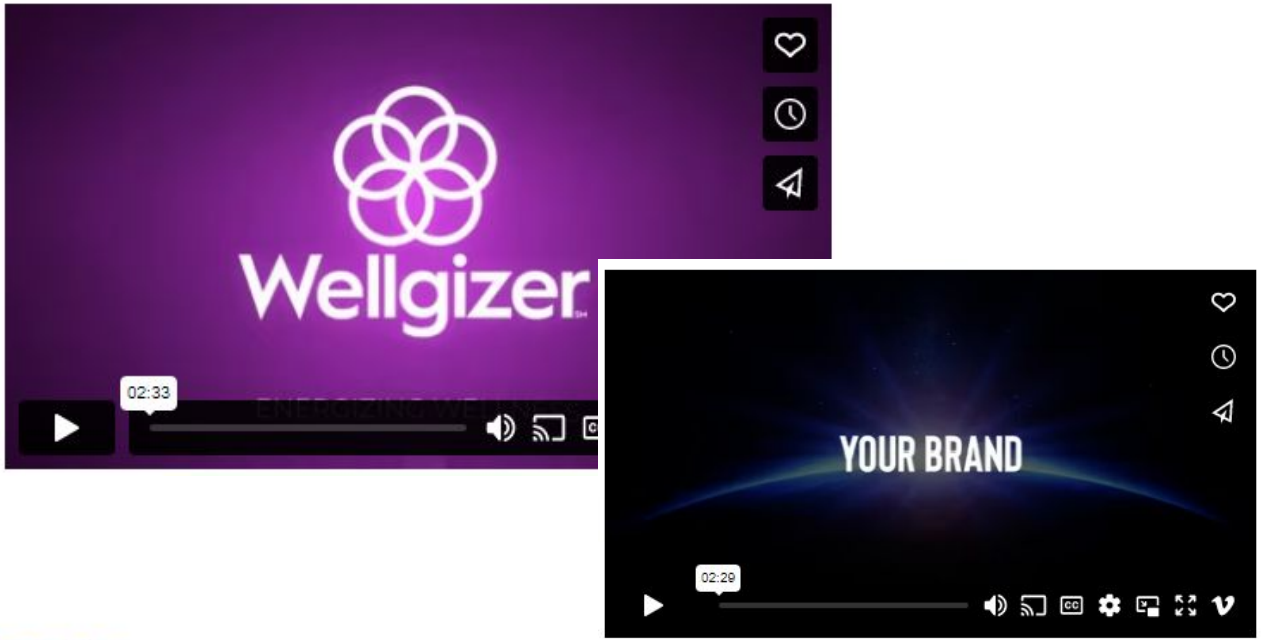
YOUR NAME



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Video “safely” educates your customers

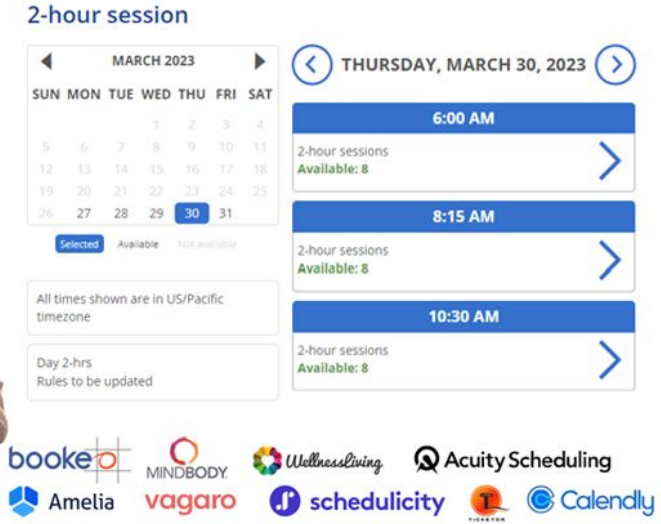


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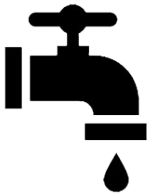
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Integrated calendaring and booking - reviewed 10 systems





Monitoring Key Metrics!



Lead gen



Conversions



Repeats



Repeat Times



Referrals

Five metrics multiply exponentially!

Function	Low	Medium	High
Lead Gen Impressions	100	200	500
Conversion to Sale %	5%	10%	20%
Lead Gen Sales	5	20	100
Referral %	20%	30%	40%
Referral Sales	1	6	40
Total New Customers	6	26	140
Repeat %	20%	30%	40%
Customers Repeating	1.2	7.8	56
Average Repeat Visits	5	10	20
Total Repeat Visits	6	78	1120
Total Visits	12	104	1260

Proven Google and Facebook Ads are coming soon!

facebook Advertising



LinkedIn

Google Ads

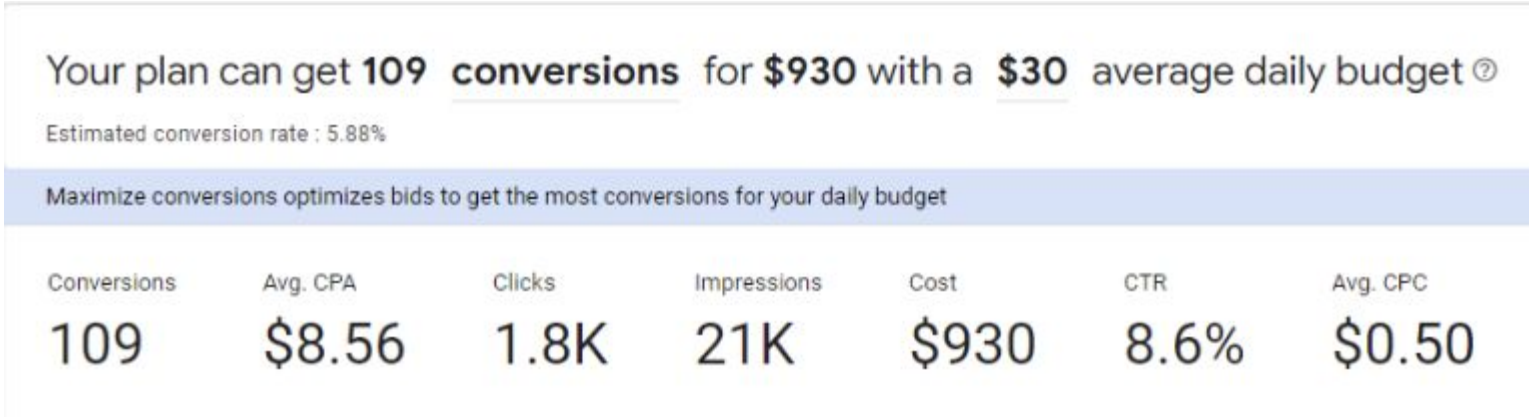
Google Maps



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Google Ads look very promising!



1800 potential clicks for a 500K metro area

A total integrated marketing platform

- Franchise-like branding and marketing
- Professional website with ecommerce
- Internet Directory Listings
- Mastermind Alliance
- Individualized coaching and consulting
- Digital Ad Design and Execution
- Costco-like buying club

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Alliance Membership pricing



Buy Now
Powered by SendOwl

Bronze – $149 per Month



Buy Now
Powered by SendOwl

Silver – $249 per month



Buy Now
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Gold – $349 per month

PRICE LOCK
Pay the same price. Guaranteed forever.

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