
MASTER

THE MESSAGE

*From The **Pulpit**, To The **Pew**, To The **City***



COMMUNICATE IN *Excellence*

SEAN JAMES

VSNWKS™

At VSNWKS. (pronounced Vision Works) our story is rooted in perseverance, faith, and the bold vision of our founder, Sean James. Sean began his journey in New York City, navigating the fast-paced worlds of government and politics. Rising from a communications intern to a senior executive for an elected official, he honed his expertise in strategy, leadership, and communications. Despite his success, Sean felt a calling greater than his career—a call to create something that would impact not just policies but people.

In 2017, driven by faith and purpose, Sean stepped away from public service to establish VSNWKS.™, a firm dedicated to empowering diverse founders and CEOs. Inspired by his own journey, Sean built VSNWKS.™ as a beacon for leaders with bold visions—providing the tools, strategies to help them **Dream It. Build It. and Sell It™**.

We understand the weight of your vision because it mirrors our own. At VSNWKS., we approach every project with a bespoke methodology, tailoring solutions to fit your unique needs. Our mission is not just to help businesses grow but to transform them into pillars of excellence that lead industries and inspire communities.

When you partner with VSNWKS., you're choosing more than a firm—you're choosing a legacy of leadership, innovation, and faith. Together, we'll build something extraordinary.



VISION *Clarity*

Vision is the driving force behind every church. It is the spiritual heartbeat that inspires, builds, and unites your congregation and ministry. Clarity in your vision is essential to fulfilling God's purpose for your church.

Having a mission and vision is not enough. These guiding principles must be more than words on a website or tucked away in a church bulletin. Your mission and vision should be living, breathing expressions of your church's calling, actively sharing your purpose and direction with everyone you serve.

Too often, mission and vision statements are overly complicated, rarely shared, and fail to resonate with the congregation. When this happens, they don't become a part of your church's identity and cannot effectively guide its growth and outreach.

"Your mission and vision are always speaking—they are the living soul of your ministry."

Your mission statement answers the "why" of your ministry and defines the "who" you are called to serve. Your vision statement takes that "why" and "who" and paints a picture of the future God has planned for your church. Together, they provide the roadmap to fulfill your calling.

This workbook is designed to help you bring clarity to your vision, equipping you with the tools to refine and communicate it effectively. Use the exercises to align your church's leadership and congregation around a shared direction, ensuring your vision becomes a powerful force that inspires and guides your ministry.

Date:

Company Name:

Company Overview

Write a brief overview of what you do and who do you do it for.



IF YOUR BRAND WAS A PERSON

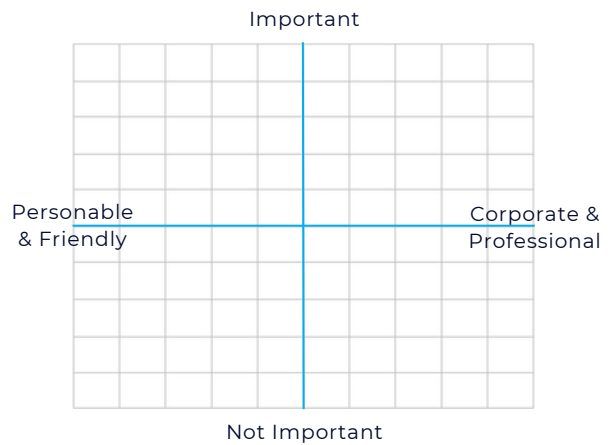
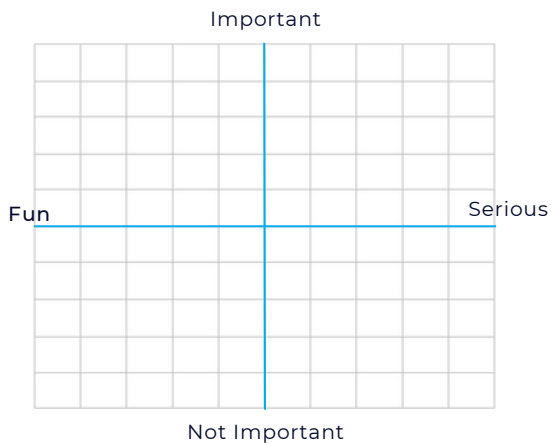
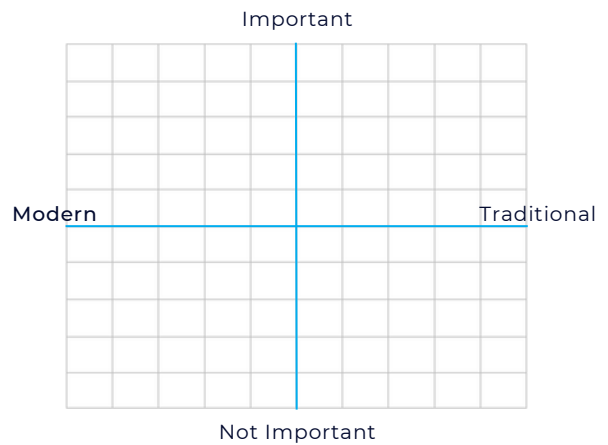
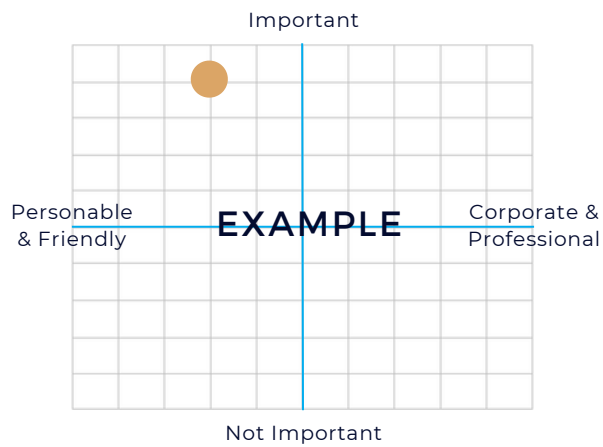
Write several statements and adjectives that describe your brand as if it were a person, it may help to include a photograph of an actual person you feel embodies your brand while you write these statements.



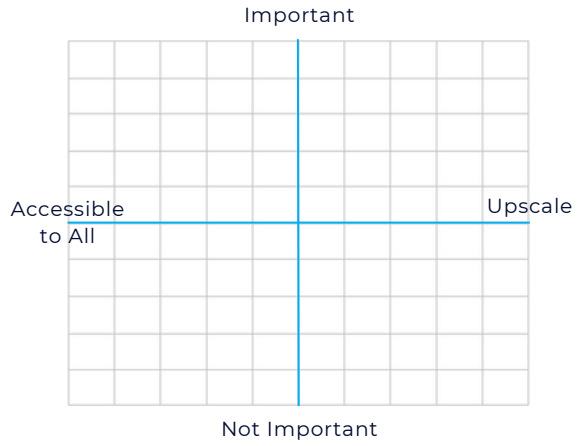
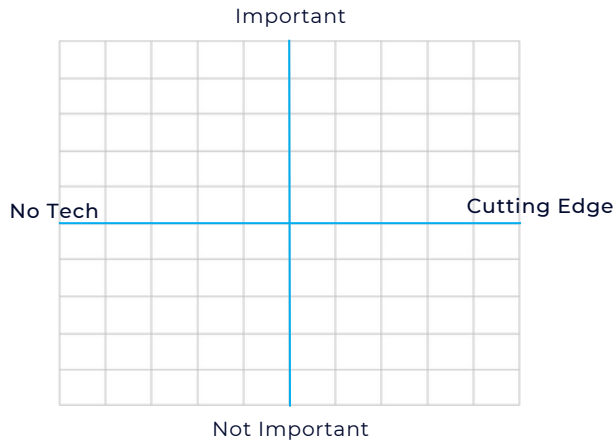
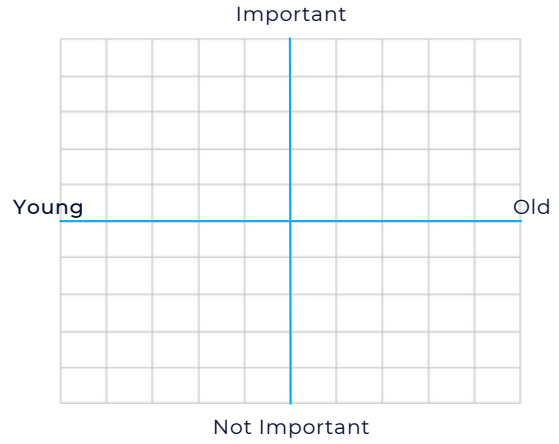
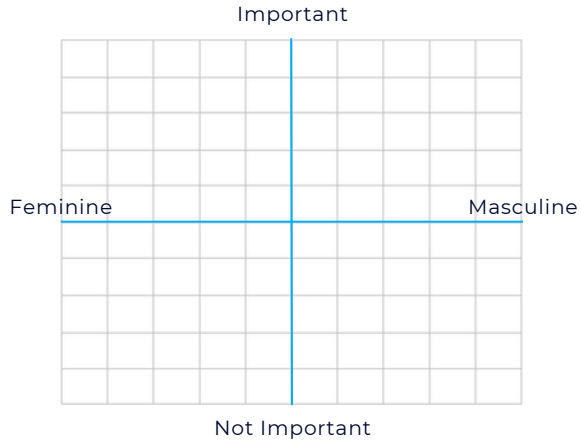
BRAND PERSONALITY & BELIEFS

Place an X on each graph to represent where your brand falls on the spectrum and how important the trait is to your brand. Avoid the temptation to be completely neutral in your answers to these questions. Be uniquely you, and your best customers will love you for it.

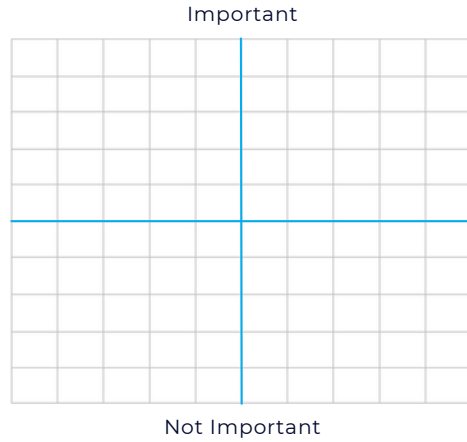
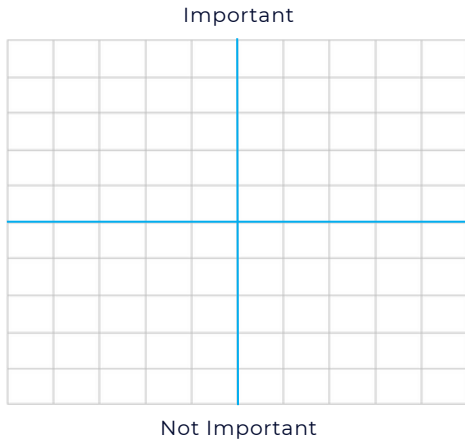
The example below shows the brand is moderately personable & friendly and that trait is highly important to the brand.



BRAND PERSONALITY & BELIEFS



Add your own personality traits below



THIS, BUT NOT THAT

Use opposing adjectives to define exactly who your brand is,
For example: generous but not cheap

_____ *but not* _____

_____ *but not* _____

_____ *but not* _____

_____ *but not* _____

_____ *but not* _____

_____ *but not* _____

_____ *but not* _____

_____ *but not* _____

_____ *but not* _____

_____ *but not* _____

_____ *but not* _____



YOUR BRAND VOICE

Do you refer to yourself in first or third person?

Is your customer third person?

Do you use common vernacular?

Are contractions ok?

Is your voice conversational or technically correct?



TARGET MARKET

In [current year], we're targeting the following industries where we'll sell our product/service and reach out to customers:

INDUSTRY #1

This includes [sub-industries where your business might target more specific segments of your audience].

[Example: Industry 1: Fitness/Health. This includes gyms, in-home trainer services, vitamin-shops, etc.]

INDUSTRY #2

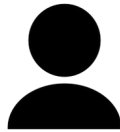
This includes [sub-industries where your business might target more specific segments of your audience].

[Example: Industry 2: Clothing. This includes brick-and-mortar retail, online stores, etc.]



MARKET PERSONAS (Buyer/Client)

Use this section to identify your ideal customers. This exercise will allow you to learn more about your clients and how to target them effectively. Ask yourself, how can you create content that will appeal to them?



AVATAR #1

Age:

Gender:

Location:

Education:

Income:

Behaviors:

Interests:

AVATAR #2

Age:

Gender:

Location:

Education:

Income:

Behaviors:

Interests:

PHRASES YOU WOULD USE

How would you answer the phone?

How would you address and close an email?

An error alert on your website might look like

An success message on your website might look like

A tweet from your company would say

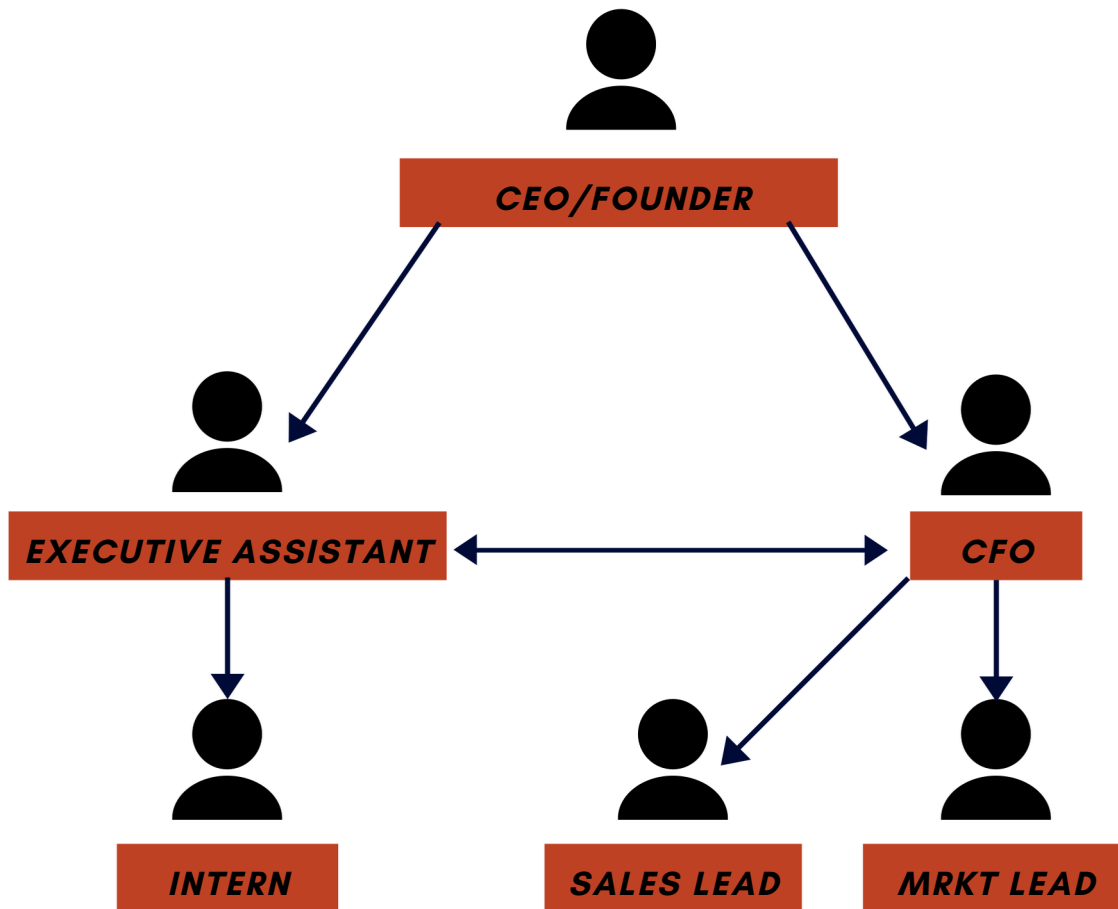
A block of marketing content would look like



THE TEAM

BUILD YOUR ORGANIZATION:

Use this section to build out your team's organization. Below is an example of a small business team.

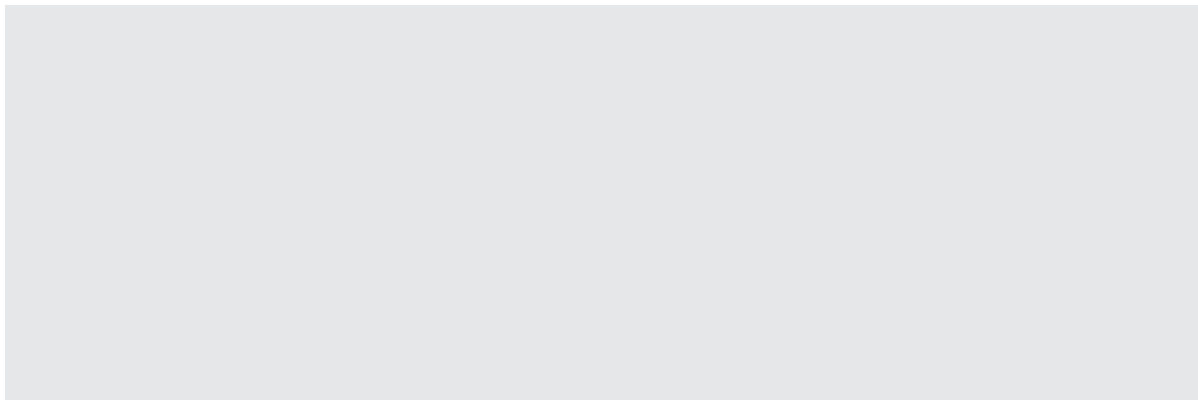


MISSION STATEMENT AND ELEVATOR PITCH

MISSION STATEMENT:

Use this section to write your mission statement. Your mission statement should answer three components and be short and concise:

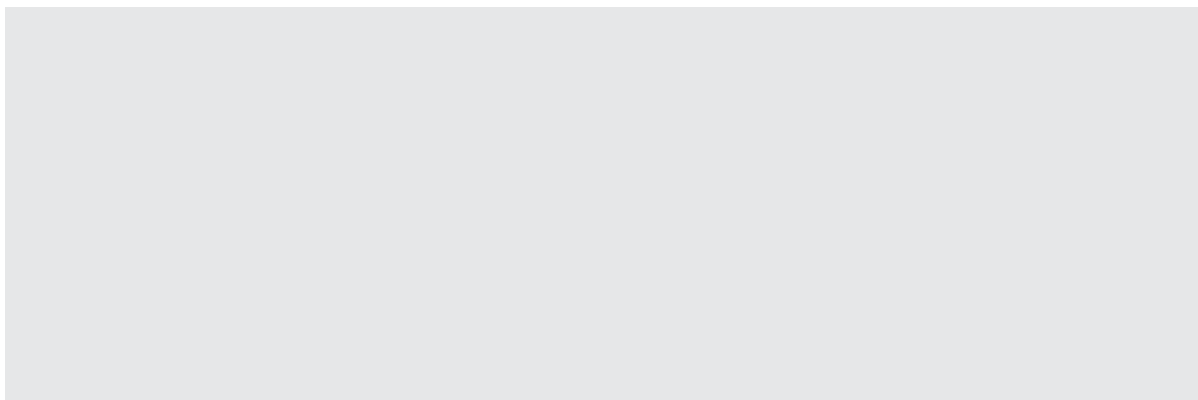
1. What does your company do?
2. How does your company do it?
3. Why does your company do it?



ELEVATOR PITCH:

Elevator pitches are used for networking purposes for in-person conversations. It's a quick synopsis on your company and the benefits you provide.

Sample: Hi my name is [name]. I help people achieve [list benefits] by providing them with [list features].



KEY STATEMENTS

Battle Cry

Think about it this way. You created your business for a reason. Something inspired you, and whatever that was your clients can probably relate to it. Try this exercise before you start writing about your company.

For example: I started Vision Works PR Firm, a full service communications firm that helps women and minority owned and led businesses and organizations thrive, tell their unique stories, scale and be top producers, because I was sick and tired of seeing good ideas fail, and good people with great vision be a best kept secret.

I started _____, a _____ that helps _____
to _____ because I was sick and tired of _____.

Benefits Statement

Features are great, but they don't sell much. Focus on benefits to convey the true value of your products and services.

To find your benefits statements complete the following exercise:

1. List all your product's features, what your product, service or your brand has. Narrow it down to the features that are most likely to hook your prospect:
2. Examine what each features does, or why you've included it:
3. Take your list of what your features do and ask yourself how they connect with your prospect's true desires:
4. To get the bottom of each feature's true benefit, keep asking the question "What does this mean for your prospect on an emotional level?"

S.W.O.T. WORKSHEET

Areas of strengths of your brand:

Resources, Assets, People, Experience, knowledge, data, Programs and services. Innovation-trend right, Location-Environment, Value to the community, Affordability, Accreditations, qualifications, certifications, Management Team, Values and belief, Customer Service

STRENGTHS

WEAKNESSES

Areas of weakness of your brand:

Resources, Assets, People, Competitive, strength, Reputation, community presence, Cash flow, Training, Gaps in services, Financial management, Lack of a marketing plan, Poor planning, Leadership, Qualification, Processes and systems.

S.W.O.T. WORKSHEET

Areas of opportunities for your brand:

Marketing Developments, Competitor's vulnerabilities, industry Trends, Technology and innovation, Niche target markets, Geographical, export/import, Business and product development, Major contracts, Global influencers

OPPORTUNITIES

THREATS

Areas of threats to your brand:

Regulations, New Competition, Market Demand, Critical contracts an strategic partners, Financial backing, Sustaining capabilities, New product development, Political climate, Environmental changes, Economy - home and abroad



BRAND INITIATIVES

Fill in the blanks to outline your initiatives for this year.

BUSINESS INITIATIVES

[Company name] has the ambitious goal of [overarching company goal]. To help do that, our marketing team will pursue the following initiatives in [current year]:

INITIATIVE #1

Description: [Example: Over the next 12 months, we'll work on building a website that becomes a go-to resource for our customers' burning questions -- and our number-one source of leads month over month.]

Goal of Initiative: [Example: To increase our website's rank on Google and create critical top-of-the funnel marketing content that helps our sales team start more conversations with prospects.]

Metrics to Measure Success: [Example: 50,000 organic page views per month / 50 content downloads per month]

CONTINUE BELOW ↓

BRAND INITIATIVES

INITIATIVE #2

Description:

Goal of Initiative:

Metrics to Measure Success:

INITIATIVE #3

Description:

Goal of Initiative:

Metrics to Measure Success:

BRAND INITIATIVES

INITIATIVE #4

Description:

Goal of Initiative:

Metrics to Measure Success:

INITIATIVE #5

Description:

Goal of Initiative:

Metrics to Measure Success:

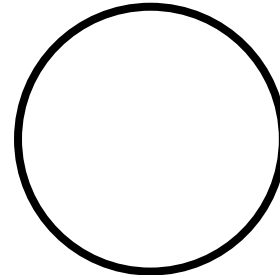
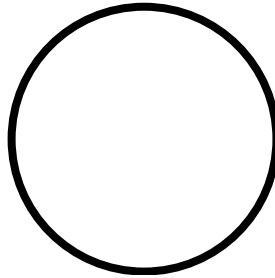
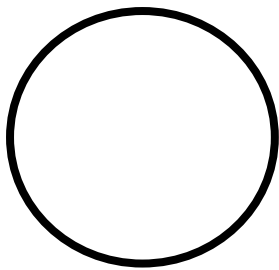
BRAND BOARD

Below you will review or decide on your logos, color palette, and typography for your brand.

PRIMARY LOGO

SECONDARY LOGO

COLOR PALETTE



TYPOGRAPHY

PRIMARY TYPEFACE

RALEWAY

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox
jumped over the lazy dog.

SECONDARY TYPEFACE

PLAYFAIR DISPLAY

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

*The quick brown fox
jumped over the lazy dog.*



COLOR & TYPOGRAPHY

If you already have a established color palette and typography set, list it below.

Typography

Fonts used for web:

Fonts used for print:

Color Palette

Pantone Colors

CYMK Colors

RGB Colors

Hex Colors



5 P'S OF MARKETING

PRODUCT - Customers need to understand the features, advantages, and benefits that can be enjoyed by buying goods or services. When thinking about a product, consider the key features, benefits, and the needs and wants of customers.

PRICE - Pricing decisions do not include just the selling price, but also discounts, payment arrangements, credit terms, and any price- matching services offered.

PROMOTION - Promotion refers to the activities that make the business more known to consumers. It includes items such as sponsorships, advertising, and public relations activities. How are you going to increase brand awareness?

PEOPLE - People decisions are usually centered around customer service – how do you want your employees to be perceived by customers? What type of people do you want to hire to represent your company?

PLACE - Place refers to where the product/service of the business is seen, made, sold, or distributed. In essence, place decisions are associated with distribution channels and ways of getting the product to targeted key customers. It is important to consider how accessible the product or service is. The product or service must be available to customers at the right time, at the right place, and in the right quantity.

5 P'S OF MARKETING

PRODUCT - [Describe the products with which you will enter the target market. How will this product solve the challenges described in your buyer persona description(s)? What makes this product different from (or at least competitive against) your competition?]

PRICE - [How much are you selling this product for? Is it competitive? Realistic for your customers' budget? Will you run any seasonal promotions/discounts associated with this product?]

PROMOTION - [How will you promote this product? Think more deeply than your website or social media channels. What about this content will drive value into your product?]

PEOPLE - [Who on your team plays a role in your marketing strategy? How will you delegate customer service? Do you need to hire a virtual assistant or freelancer to help with specific duties?]

PLACE - [How will the product be delivered to your customer? Is it an ongoing service? How do you support their success with your product? Where is your product displayed? If you sell an intangible product, how would customers produce visible evidence of your business?]

COMPETITOR ANALYSIS

Now that you've done some market analysis, it's time to analyze your competition. Let's look into your competitors and learn.

WHAT MAKES MY PRODUCTS OR SERVICES UNIQUE?

WHO ARE MY COMPETITORS?

WHAT DO MY COMPETITORS CHARGE? DOES THIS VARY?



POSITIONING

According to Corporate Finance Institute, "*Market Positioning refers to the ability to influence consumer perception regarding a brand or product relative to competitors. The objective of market positioning is to establish the image or identity of a brand or product so that consumers perceive it in a certain way.*"

For example:

A handbag maker may position itself as a luxury status symbol

A TV maker may position its TV as the most innovative and cutting-edge

A fast-food restaurant chain may position itself as the provider of cheap meals

HOW ARE YOU GOING TO MAKE CONSUMERS THINK YOUR PRODUCT/SERVICE IS BETTER THAN THAT OF YOUR COMPETITORS?

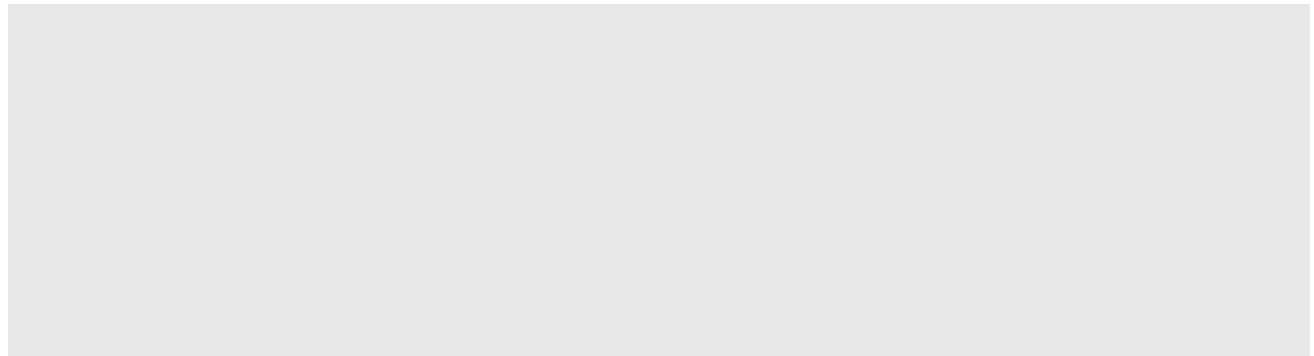
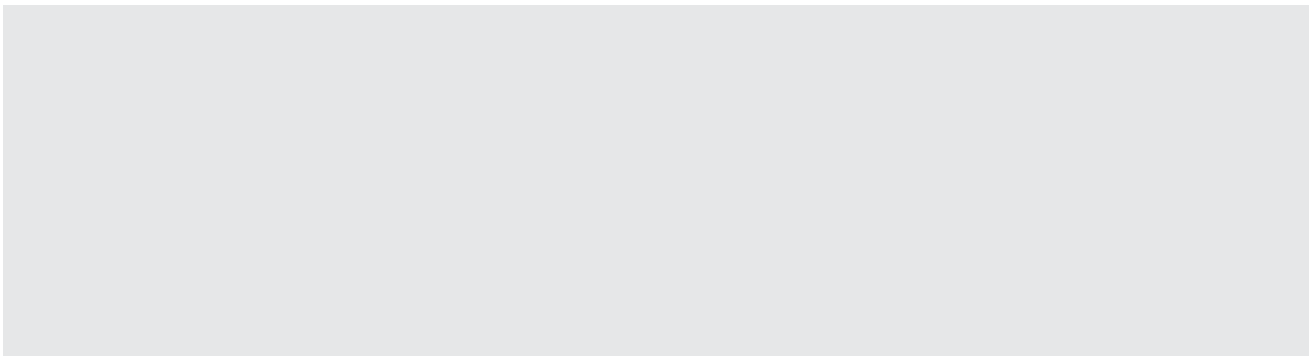
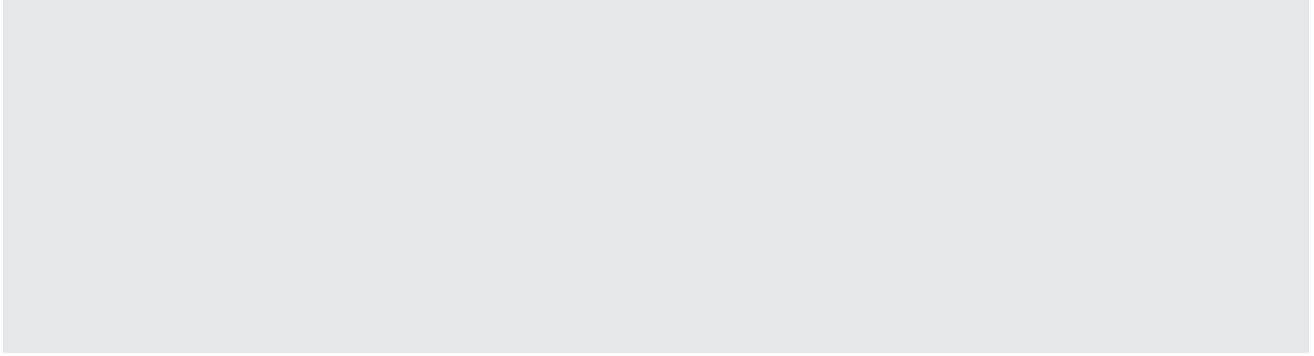
CUSTOMER EXPERIENCE

Time to get creative and storyboard the client experience. This establishes rapport and trust between you and the customer. Read below for an example of a fitness trainer!

- 1** Potential client researches "fitness trainer" in their city. Since the trainer has devoted time to SEO and getting reviews, his site is listed on Google. The same occurs when searching a local gym hashtag on Instagram.
- 2** The client lands on the trainers website and is drawn to the high-quality images and user-friendly layout. The client loves the testimonial section. Using the website contact form, the clients sends an email to inquire about pricing and availability.
- 3** The client receives a prompt reply; the email thanks the client for reaching out and offers a first-time discount for future training sessions. The client is also sent a link to the trainer's calendar and is invited to schedule a free consultation. Finally, the trainer includes a welcome kit with a brochure of expectations and key points about his philosophy and unique approach to fitness training.
- 4** The client books an appointment and immediately receives a confirmation email. This email allows the client to add the event directly to their calendar with reminders. It also explains what to expect at the upcoming meeting.
- 5** At the appointment time, the client is greeted with a free protein shake in a branded bottle and warmly welcomed into the gym. The trainer's enthusiasm seals the deal, and the client can't wait to book. The client leaves with a protein bar with the trainer's logo on the wrapper -- and a feeling of assurance that the client is in good hands.
- 6** The training sessions are incredible; the results are leaving the client speechless! At the end of the four-week program, the trainer delivers a coupon for a customized meal plan that he also offers.
- 7** The relationship between the trainer and client continues for years. The client receives invitations to boot camp trainings where the client continues to book trainings with the fitness instructor.

CUSTOMER EXPERIENCE

Use these boxes to map the experience you want YOUR customers to have.



PRICING

SERVICE-BASED BUSINESS

It's time to determine your pricing. Strive to feel confident about the prices you establish. Take the time to research the rates in your field. This applies to service-focused businesses.

FLAT FEE RATE

This fee relates to your project fee. How much do you charge outright for your service?

HOURLY RATE

You can also choose to bill hourly. Don't forget to factor in taxes and business expenses.

DAY RATE

Determine how much you charge for a day of work. Estimate travel time, transportation costs, and other fees that may apply.

MINIMUM PROJECT FEE

Find out your "no" number. What is the lowest payment you will accept for projects?

RUSH FEE

You have a life and you don't work 24/7 (or so I hope!) Set a time frame that you consider a "rush" job.

PRICING

PRODUCT-BASED BUSINESS

Let's go over pricing for product-focused businesses. Think through the logistics of manufacturing, storing, and distributing your goods.

HOW MUCH DOES IT COST (TIME AND MONEY) TO MAKE YOUR PRODUCT?

WILL YOU WORK WITH A MANUFACTURER OR ARE YOU MAKING THE PRODUCTS YOURSELF?

WHERE WILL INVENTORY BE? WILL PEOPLE BUY YOUR PRODUCT ONLINE, IN-PERSON, OR BOTH?

HOW WILL YOU DISTRIBUTE YOUR PRODUCTS?

SOCIAL MEDIA

We're in the 21st century, which means your business needs to be present on social media! Find out where your target audience is located, and build an audience on that platform.

FREE PROMOTION - An easy way to build your following is to cross-promote yourself from other channels. Tell your email list to follow you on the 'gram and tell people on Facebook to subscribe to your email list. Get it?

CONSISTENCY - The key to growing is being consistent. Post daily, upload to your story every few hours, and tweet 5-7 times a day. Be as engaging as possible.

COMMUNITY - Build a tribe by aligning your brand with your target. Your content should provide VALUE by being educational, opinionated, entertaining, or personal in nature. Connect with people by engaging with your followers.

STOP COUNTING FOLLOWERS - It doesn't matter. Trust me. I've had a student make \$12,500 with only 500 Instagram followers. The key is to get in front of the right people.

HASHTAGS HELP - Hashtags increase your reach and are the tools responsible for making a post go viral. Use relevant ones!

SOCIAL MEDIA ENGAGEMENT

I want you to know that a follower count does not determine success. You can monetize your Instagram with a small following, by having high engagement. Let's come up with some ways to engage on social media:

- Post quizzes on Instagram stories
- Start a challenge or contest
- Ask your followers to tag people in a post

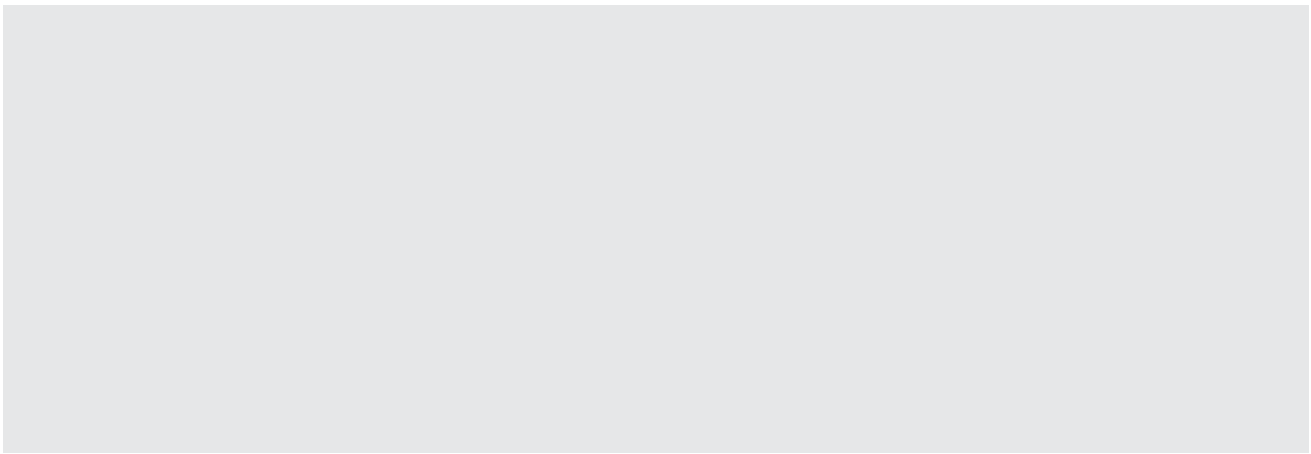


EMAIL MARKETING

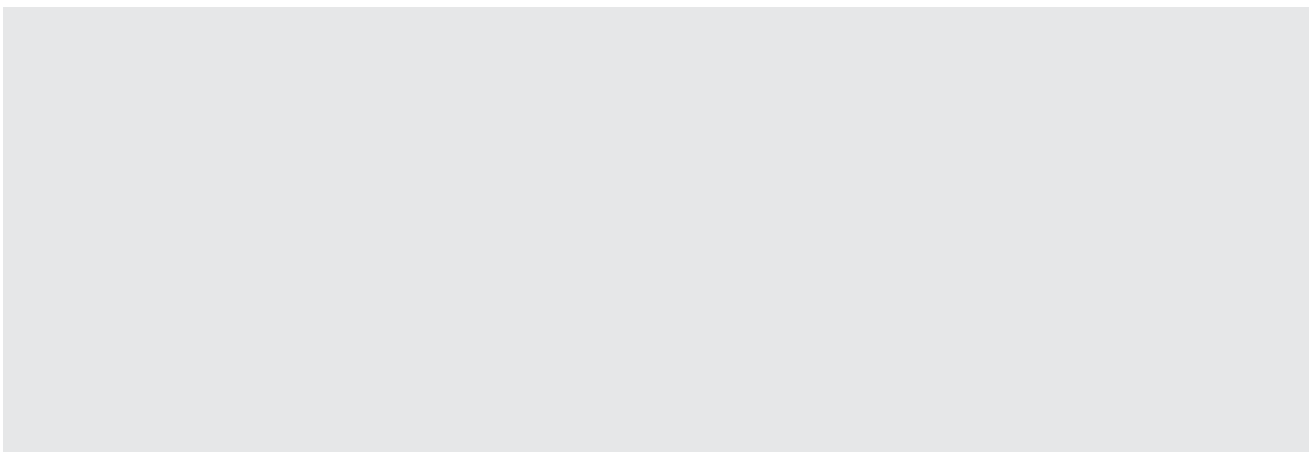
Email marketing can be highly effective in getting you sales, if done correctly. You can use email programs to spread news and updates about your business.

Make sure what you communicate is worth the read! Let's talk about your topics and email campaigns.

**WHAT TOPICS WILL YOU TALK ABOUT WITH YOUR AUDIENCE?
HOW OFTEN?**

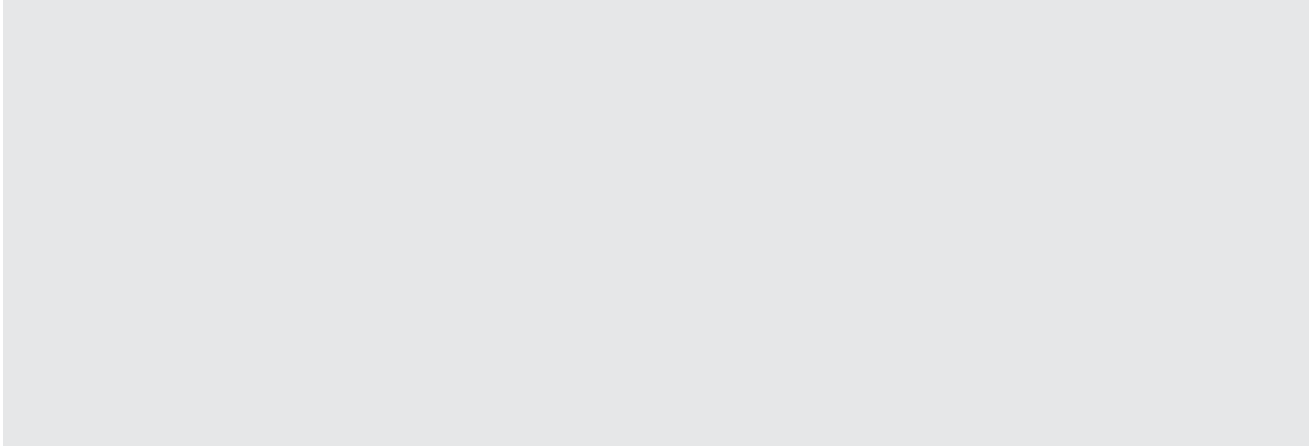


**WHO AM I EMAILING? DO I NEED DIFFERENT GROUPS FOR
TARGETED MESSAGING? WHAT ARE THESE GROUPS?**



MEDIA PITCH

Craft a media pitch for a new product or service your company is launching. Consider the key elements of a pitch: the hook, the newsworthiness, the target audience, and the value proposition.



IDENTIFYING A JOURNALIST TO COVER YOUR CAMPAIGN

Upload a photo of a journalist who you would like to cover your campaign.



List 3 Campaigns that this journalist has covered.

Your text here

Your text here

Your text here

Journalist Contact Information:

A CAMPAIGN WORTH MEDIA COVERAGE

List 2 Media Stations that you would like to cover your campaign.

Brainstorm potential campaign ideas that align with your company's goals and values. Evaluate each idea based on its relevance to your target audience, and potential impact.



NEWSWORTHY VOCABULARY

When journalists talk about what's newsworthy, they rely on the five news values below. Think of one example of a big news story from this year and fill out the third column using its information.

1. Timeliness	Immediate, current information and events are newsworthy because they have just recently occurred. It's news because it's "new."	
2. Proximity	Local information and events are newsworthy because they affect the people in our community and region. We care more about things that happen "close to home."	
3. Conflict and Controversy	When violence strikes or when people argue about actions, events, ideas or policies, we care. Conflict and controversy attract our attention by highlighting problems or differences within the community.	



NEWSWORTHY VOCABULARY

<p>4. Human Interest</p>	<p>People are interested in other people. Everyone has something to celebrate and something to complain about. We like unusual stories of people who accomplish amazing feats or handle a life crisis because we can identify with them</p>	
<p>5. Relevance</p>	<p>People are attracted to information that helps them make good decisions. If you like to cook, you find recipes relevant. If you're looking for a job, the business news is relevant. We need depend on relevant information that helps us make decisions.</p>	



GRANT PARTNERSHIP

List potential grant partners, such as government agencies, foundations, and corporate sponsors.

Your text here

Your text here

Your text here

Draft a compelling proposal outlining how your company can contribute to the grant's objectives and benefit from the partnership.

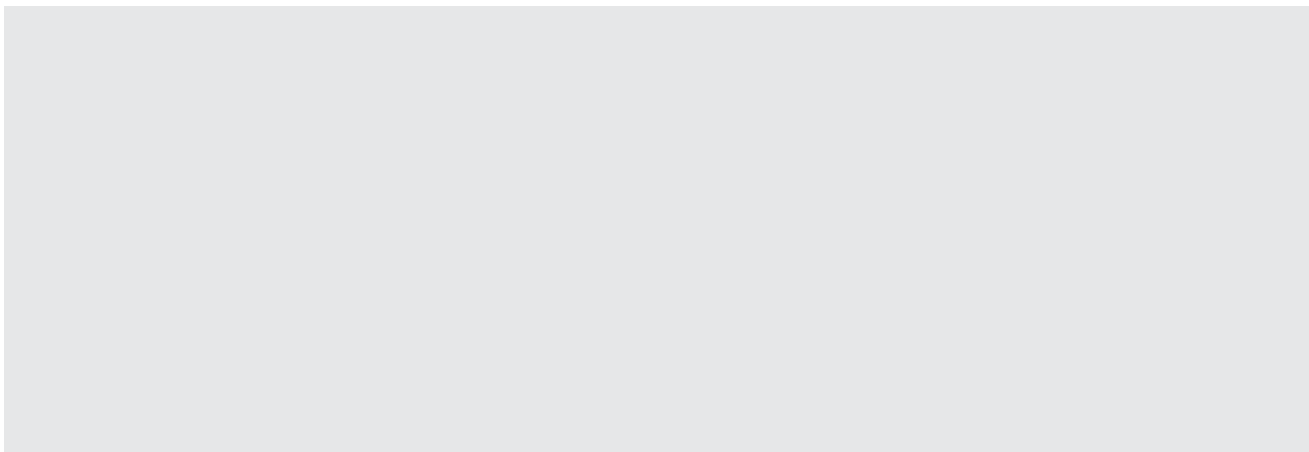


UTILIZING INFLUENCE TO AMPLIFY BRAND MESSAGE

Identify 3 key influencers or thought leaders in your industry who have a significant following and credibility.

Three empty square boxes with red borders, arranged horizontally, intended for listing three key influencers or thought leaders.

Analyze their content, engagement metrics, and audience demographics to determine their suitability for collaboration.

A large, empty gray rectangular area intended for notes or analysis regarding the influencers.

CRISIS COMMUNICATION PLAN

Brainstorm a list of potential crises that could impact your organization. Consider both internal and external threats. Categorize these crises into three groups: minor, moderate, and severe.

Minor	Moderate	Severe

Brainstorm a crisis communication plan outlining the steps your company would take to address the situations effectively.



PRESS RELEASE TEMPLATE

CONTACT:

Name - Job Title

Phone #:

Email:

For Immediate Release

Date

[HEADLINE]

CITY / STATE - DATE: Introduction

- Summary Bullet Point 1
- Summary Bullet Point 2
- Summary Bullet Point 3

[QUOTE]

[Insert supporting paragraph]

[Insert another supporting paragraph]

[QUOTE]

Wrap up your release with any remaining details ...

###

About Organization

[Insert Boiler Plate Copy]



BRAND CHECKLIST

- Clear Mission
- Target Audience
- Brand Boundaries
- Custom Domain Name
- Logo
- Business Card
- Creative Workspace
- Font Palette
- Brand Colors
- Email List
- Competitors
- Content Strategy
- Writing Style
- Email Signature
- Brand Buzz Words
- Target Niche
- Brand Values
- Brand Colors
- Custom Email Address
- Website
- Social Media
- Photography Style
- Professional Headshots
- Brand Personality
- Social Media Graphics
- Brand Story
- Community Group

MASTER THE MESSAGE

*From The **Pulpit**, To The **Pew**, To The **City***

At the heart of Sean's philosophy lies an unwavering pursuit of excellence. His conviction is encapsulated in the belief that every endeavor must reflect an unwavering commitment to excellence. This principle is distilled in his guiding mantra: "if we are going to do anything worth doing, let it be done in excellence."

Sean Isaiah James lives out his purpose daily, striving to educate, empower, and propel individuals towards realizing their potential. Through his influence, he inspires others to recognize their significance, embrace their dreams, foster belief in their abilities, "dig deeper" and ultimately achieve greatness.

Sean is on a mission to empower and equip diverse founders ultimately enabling them to tell their unique story and leverage business as a conduit to bridge the wealth gap.



Learn More About Sean www.vsnwks.com