

Become.

PERSONAL BRANDING FOR
THE NEXT GENERATION OF WORK.

A Media + Community Platform
Digital Product Offerings Deck

We Are Become.

A multi-tiered, subscription-based content publishing platform designed to impact the entrepreneurial community and positively influence their mindset for professional and personal growth.

We've created a curated multimedia platform to connect the different members of our Entrepreneurial Ecosystem and will use community generated content to populate our feeds. We want to be producers + distributors supporting the creator economy.

Media +
Community.

The Entrepreneurial Ecosystem.

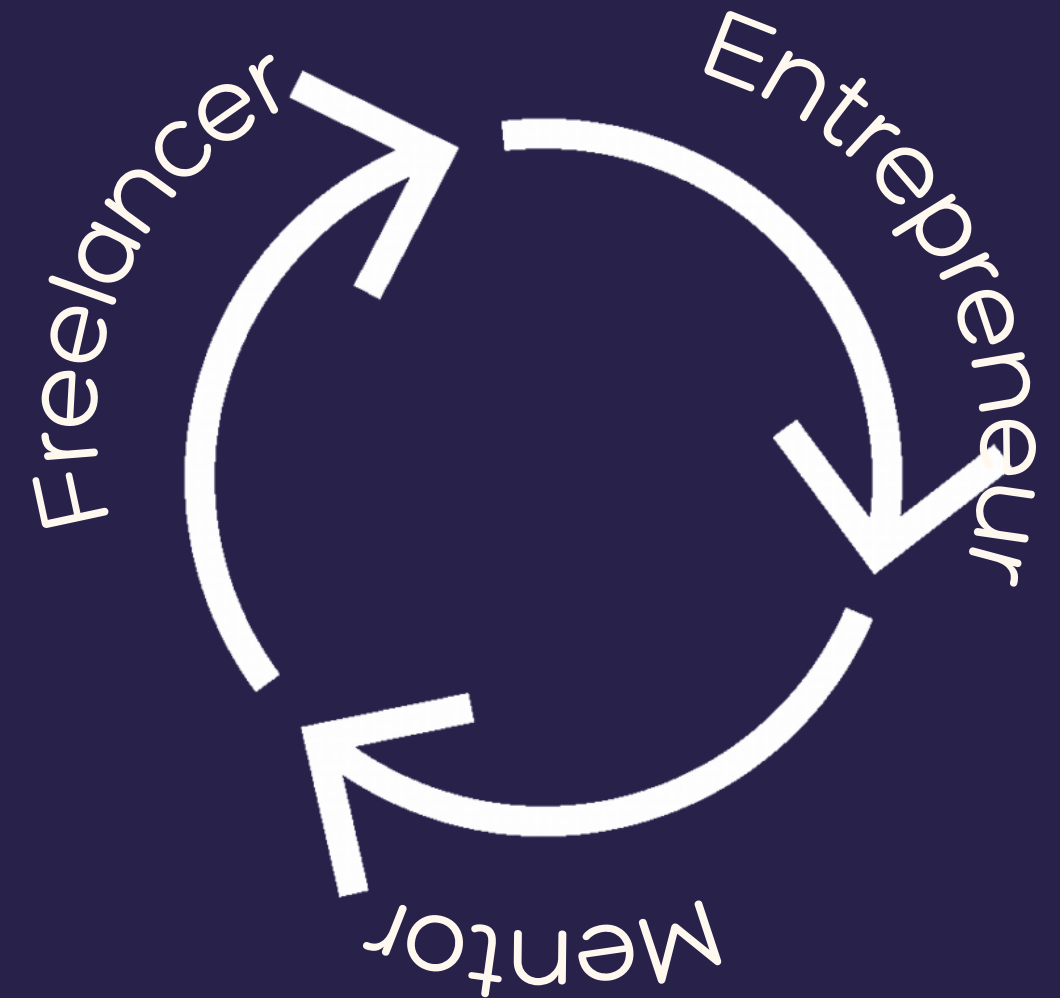
THIS IS OUR TRIFECTA OF HUMANS (ALIENS WELCOME.)

Our primary persona, The Individualist, divides into 3 stages of the Entrepreneurial Hero's Journey.

WE'RE FOR THE INDIVIDUALISTS.

The empathetic rebels with ambition. The ones who could use some help, but don't always know how to ask.

They want to collaborate with those who reflect parts of their journey, cause we're all the same, but different. They are ready for growth within a collective that gets it.



Club.

THE MVP

Quarterly Digital Magazine + Bi-Annual Virtual Events

For The Entrepreneurs + Mentors
(aspirational for Freelancers)

CONTENT:
EXCLUSIVE,
ASPIRATIONAL,
CONNECTIVE

Club. is a curated quarterly digital magazine that works with our content pillars, highlights ethical entrepreneurs building their personal brand, and brings a little fun to the Entrepreneurial Journey.

Content Pillars:

- Identity Integration
- Authentic Presence
- Holistic Well-Being
- Professional Prowess

Marketing Quips:

- Exclusive Networking Opportunity
- Quality over Quantity Content
- Tax Writeoff

Part of the Club. are bi-annual virtual events with live networking components (and pre-recorded segments) that highlight the existing content of the magazine and target 2 key areas: Ideation (to action) and authentic storytelling.

Price: \$440/Annually
\$40/magazine subscription
(estimate)

*Back issues of Magazine sold separately in The Shop

*Ad sales obtained for additional revenue

*Brand partnerships through magazine features for cross-promotion.

Monthly Newsletter

**Geared toward The Freelancers
Always included with Club.**

Each Newsletter will have a letter from the editor, based on a theme to guide topic focuses. We will feature multi-accessible curated content from across our community, aligned with our content pillars.

Content Pillars:

- **Identity Integration**
- **Authentic Presence**
- **Holistic Well-Being**
- **Professional Prowess**

Marketing Quips:

- **Affordable for all**
- **Mindset and Lifestyle enhancement focused**
- **Great promotion for writers**

We will leverage our newsletter as a community builder, highlighter of cool kids and as a roundup of our free blog content and company happenings. Sampling content from the magazine aligned to that quarter.

**CONTENT:
INFORMATIONAL,
APPROACHABLE,
ENGAGING**

Price: FREE/Annually

"The Gateway Drug"

*The Newsletter will run through our website

*Ad sales obtained for additional revenue

*Free separate SEO articles posted regularly on the site to be highlighted.

Presence.

Personal Branding Online Program For All

Presence is a self-paced program dedicated to the multi-faceted work of personal branding for The Individualist.

Topic Sectors:

- Personality Profiling
- Brand Story + Design
- Content Strategy
- Media Training

Marketing Quips:

- Great for multiple industries from media professionals to tech CEOs
- Foundational work to launch your personal brand or evolve it

The modules will be led by different experts who will be paid in ongoing royalties, as well as having the mission to cross-promote to their audiences. They will have 10% off promo codes to share.

**CONTENT:
IDENTIFYING,
RESONANT,
CONFIDENCE
BOOSTING**

**Price: \$300
(estimate)**

- *Leverage experts in our network for content
- *Update/Upsell program over time
- *Additional features can be sold separately (ie. workbooks.)

Additional Revenue

THE SHOP

Digital Products for sale from us + community

*Sales commission for us to feature and promote products

AD + SPONSOR SALES

Promotions from businesses looking to connect with our audience

+Cross-promotion opps and engage the team members to join our community

*Opps currently for Magazine + Newsletter - future video content

Products for Sale:

- Branding Workbooks
- Wellness Plans
- Home Office Digital Art
- Club. Magazine back issues

Types of Opps:

- Newsletter banner ad
- Magazine feature
- Magazine full page ad
- Branded post on socials

Phase II.

THE PIÈCE DE
RÉSISTANCE

A (YouTube) Digital TV Network

Produced + Syndicated Content fueled by
paid ads + strategic media plan

VIDEO (+AUDIO, BUT LIKE, PODCASTS WITH CAMS)

A (YouTube) Digital TV Network that works on a traditional network schedule and includes a syndication model, aka original (repeatable) series and a crossover between socials.

*Paywall exclusive content is an option.

Types of Opps:

- Create attention with a quick hit fame model by using the same show templates with different creators each episode/season
- Choose curation based on our content pillars.
- High-quality content from Creators while we act as executive producers and distributors within our series frameworks.
- We offer an influencer boost by offering the creative structure, producing a low budget, and offering the audience.

Syndication Model:

"Syndication is when a show, rather than being exclusive to a single network and shown at a particular time, is sold to individual stations for them to do with as they wish."

- TV Tropes

In digital terms, we give "old" content a second run and a new home.

We're on a mission to help people unleash their **INNER REBEL.**

Bridging the gap between their personal and professional worlds by promoting self-confidence in individuality.

**Want to learn more?
Trust us, there's a whole backstory.**

Website: www.wearebecome.media

Instagram: @wearebecome.media

LinkedIn: @wearebecome.media

wearebecome.media@gmail.com

JOIN OUR CLUB.