



The Science of Charisma Website Plan

Pages:

- Home
- About
 - FAQ
- Case Studies
- Training
 - The Science of Charisma
 - Brand Assessments
- Speaking
 - Keynotes
- Workbooks
- Video
- Blog
- Contact

All Pages

Science of Charisma logo top, center

Menu items listed horizontally underneath with sub items listed in dropdown boxes

Bottom of each page will have social media links, site navigation, and Contact info

Home Page

Hero Rotator:

1. *Facebook Header Image* Welcome to The Science of Charisma
2. *Image* What is The Science of Charisma? (link to About page)
3. *Book 1 Cover* Checkmate Your Competitors: Workbook 1 is available now! (link to product's page in under Workbook page)
4. *Image* We offer brand assessments and team trainings (link to Training page)
5. *Image* Subscribe to our YouTube channel for branding tips and Influencer Insights (link to YouTube channel)

Video Intro -

"Welcome to the Home of The Science of Charisma. I'm so glad you're here. Our goal is to help you unlock potential of your brand by training you to unlock the individuality and essence of your business. This will help you stand out from your competitors, gain a following on social media, and foster your reputation as a compelling professional. Check out our workbooks and training sessions, and be sure to send us a message once you're ready to start the Science of Charisma branding process!"

Summary text line (for summary and SEO purposes) -

Train Your Team in The Science of Charisma:

A process for training your team in brand messaging, so they know how to talk about you - not only at work but also at home and on social media. To keep them motivated, we also teach them how to accelerate the growth of their own personal brand.

Subhead: Created by brand strategist and keynoter [REDACTED], is a process of trainings, workbooks, and online content designed to foster compelling business and personal brands to drive engagement, reputation, and bottom lines.

Testimonies -

Include the hero rotator of client logos from homepage of your current website.

- See if we can get headshots from those who gave quotes that could give them a feeling of greater legitimacy.

Quotes:

- "With the founding principles in Checkmate Your Competitors, every sales and marketing strategy can finally reach full potential," **Douglas Karr, CEO of DK New Media and Founder of MarTech**
- "Wouldn't you like your products to be part of your customer's esteem? Check out 'Checkmate' before your competition does," **Josh Miles, Principal MilesHerndon**
- "**Thaddeus Rex** shows how developing your charisma offers customers things 'no one else can dream of duplicating.' What a competitive advantage that is!" **Bruce Turkel, CEO/ECD Turkel Brands**
- "Very informative and so relevant!" **Greg VanLaere, Edward Jones**
- "Always coming up with ideas when **Thaddeus** is in the room... (He's) the only person and content I remember a week later," **Lindsay Boccardo, Corporate Millennial Engagement Expert**
- "I continue to receive positive feedback... You're one of the best speakers we've ever had!" **Cathy Hays, Audit Director, First Bank Richmond**

About

About The Science of Charisma:

We train your team to be more compelling, training individuals to boost their personal brands by aligning on top of your company's messaging and brand positioning. Created by brand strategist and keynoter Thaddeus Rex, is a process of trainings, workbooks, and online content designed to foster compelling business and personal brands to drive engagement, reputation, and bottom lines.

The goal of this process is to help you unleash the potential of your brand by training you to unlock the individuality and essence of your business. This will help you stand out from your competitors, gain a following on social media, and foster your reputation as a compelling professional. Learn more about our [workbooks](#) and [trainings](#), and be sure to [send us a message](#) to start The Science of Charisma today!

About

[REDACTED]

[REDACTED]

Link to FAQ

FAQ -

What is The Science of Charisma? - A process of trainings, workbooks, and online content designed to train teams in fostering compelling business and personal brands to drive engagement, reputation, and bottom lines.

Why Charisma? - Answer about why charisma is important and why it is our theme, all about increasing Return on Interaction

What do trainings involve? - Answer about team vs individual coaching, by workbook or brand assessments

Where's the Science? - share basic motivation and engagement social science (Deci, Kahnmanne, etc....)

Who will benefit most from The Science of Charisma? - Any team or individual wanting to improve their presence on stage, online, and in person. Charisma can take you a long way, you just need to learn how to unlock it and apply it to yourself and your brand.

How much do workbooks and trainings cost? - Workbooks alone cost [REDACTED], but when paired with trainings, that price could lower. Trainings (with or without books) are rated on a client-by-client basis. Please contact us so we can discuss your needs and detail a customized price.

What clients have used The Science of Charisma? - [REDACTED]
[REDACTED]

Workbooks

Mimic current 'Stuff' page (with small description blurb at top) and product page, just tailor it to be only for workbooks. Make sure to note how workbooks are enhanced and discounted when accompanying training is purchased.

Blurb: Charisma, in the palm of your hand. Our workbooks walk you through various factors of building and maintaining an engaging and compelling brand for yourself or your business. Learn more about each workbook below, but be sure to check out our [trainings](#) page as well to make sure you're getting maximum impact out of the Science of Charisma process.

Item blurbs (for product pages, which can be set up basically as they are on [REDACTED]):

Checkmate Your Competitors - Using the 5 Factors of Competitive Edge.

*"A logical, viable framework to uncover your charisma edge, and how to capitalize on it. Do NOT let your competitors read this. Highly recommended!" - [REDACTED]
[REDACTED]*

Here it is, the workbook you've been waiting for. You're about to begin beating your competitors and their bigger budgets? There are 5 Factors every customer considers before making a buying decision. Understanding the value of each factor gives you a huge competitive edge, because you need to win that customer's moment of choice. Understanding how these factors apply to your own business is pure gold. The goal is to give you an immediate edge. We offer trainings to augment your experience anytime you like. It starts with you, your Brand, and all that Charisma resting below the surface, just waiting to go....

Training

See above, apply to trainings available. Can have links with short descriptions to The Science of Charisma and Brand Assessments training pages or can have these as sections which will be scrolled to.

The Science of Charisma

Devoted to the specific workbook-related trainings. Follow page setup and guidelines as set above, import information from [REDACTED]

Blurb: Imagine customers enjoying how easily they smile when talking about you and your brand. Discover how strategic charisma, based on your brand's unique strengths, can be infused throughout every customer interaction, building contagious enthusiasm for all you and your company have to offer.

Whether it's one-on-one, one-on-two, or one-on-your entire company, The Science of Charisma trainings will foster the creation of a truly compelling brand.

Item blurbs:

CHECKMATE YOUR COMPETITORS

*-Using the 5 Factors of Competitive Edge-
(FOR LEADERSHIP)*

How do you beat your competitor and their bigger budgets? There are 5 Factors every customer considers before making a buying decision. These Factors are the key to finding your best possible brand positioning and messaging strategy. Understanding the value of each factor gives you a huge competitive edge, because you need to win that customer's moment of choice. It starts with you, your Brand, and all that Charisma resting below the surface, just waiting to go....

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

CONTAGIOUS CUSTOMERS

-How to Make Them Want to Tell the World About You-

Imagine customers and shareholders excitedly telling friends about you and your team. We show your team members how they can use your company's messaging to boost their own personal brand. As your team aligns with your brand, it grows simply more compelling. This is how some of the world's most successful companies are truly getting people engaged, and you can do it too. Your team is about to become so compelling. It starts with you, your brand, and all that Charisma resting below the surface, just waiting to go...

- [REDACTED]
- [REDACTED]

- [REDACTED]
- [REDACTED]

CAMERA CHEMISTRY

-How to be confident and compelling on video-

You've already got the personality. You've got the drive. Now let's take that incredible personality you've developed, the impact you're able to make in person and bring that same presence to your social video, media interviews, even your keynote skills.

It starts by getting your effort, your ability, your hard-earned expertise front and center. We know it's where you best belong. The more you're seen, the more you have to offer, after all.

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

Brand Assessments

Blurb: We're about to uncover the current status of your brand. Remember, there are no right brands and no wrong brands. There is simply you, your Stuff, and all that Charisma resting below the surface, just waiting to go...

Your prospects are about to get lucky. They're about to get YOU!

This is a timed assessment gives you a snapshot overview of your brand's strengths and weaknesses. How is your brand being perceived right now?!

- A link will be emailed to you upon purchase
 - The assessment takes 30-40 minutes to complete.
 - A 45-minute one-on-one Results and Review session with [REDACTED] is included.
 - Your R&R session will be scheduled directly after you've completed your portion of the assessment questionnaire.
-

Speaking

Blurb about speaking experience ([REDACTED], etc.) to establish credibility. Then we can have a short description of Keynotes.

*Blurb: [REDACTED]
[REDACTED] [Contact us](#) to have [REDACTED] make a splash at your next meeting, corporate event, or keynote.*

Keynotes

Front and center have a video of [REDACTED] speaking. Then can copy/paste your speaking page from [REDACTED], but add blurb at the top to summarize purpose and audience for your keynotes.

Breakout Sessions

Same as Keynotes page, with video and blurb adapted to the breakout sessions

Video

Link to YouTube channel at top with call to action "Subscribe to our YouTube channel for the latest tips, Influencer Insights, and news from The Science of Charisma." Keep relatively same setup as is currently on your site, most recent videos listed first - let's make sure video titles are above videos on this new site.

Blog

Basically, import this from [REDACTED] and adapt it to the new sites fonts, colors, etc.

Contact

Again, we can basically import this from [REDACTED] - let's keep the Twitter feed (obviously the feed for SoC rather than [REDACTED], but move it down or to the side so the contact box is main focus)