

- Our Source of Inspiration
- Divine Connection
- Source of Fulfillment
- Above all as it manifests into the all
- Your North Pole, your driver to all decision
- The standard you hold for yourself
- The story-line you're building for yourself

- They put their lives on the line for the same goal
- Do or Die
- Purpose & God's Mission above all
- Those who understand team game and the interconnectedness that must exist in all departments that could affect match day
- They're sovereign to self and dependent on the other's success
- They communicate openly, work together, present in the good and in the bad

- They'll advertise you for as long as the contract dictates/mandates
- It's a mutual benefitting relationship
- Seasonal support
- They don't have to know anything about what you do, they just benefit for your brand. It's pleasantries.

Who are you
in People's Lives
at any given
moment?

GROUND PLAYERS

SOURCE

SPONSORS

CHEERLEADER

AUDIANCE

INVESTORS

- They see the purpose
- They cheer you
- juice you up
- Show their support from the sidelines
- They might be there for the celebrations or to cheer up from losses, but they don't get to experience the ground work, the backend, they can only observe

- They invest their resources for your betterment, as they understand the game of give and take, for mutual success
- They gain from you being your best, differently than the audience
- When good intended, they make sure you have the best odds possible
- They won't always show up for game day, nor have to be heavily involved

- Whether supporters or haters, they're still there for the show
- They pay the ticket to watch you
- Whether losing or winning, they spectate the match mainly
- They only see the result and if lucky a release of the back-end.

ENTERTAINED DEVOTED