



Exclusive Invitation for Visionary Entrepreneurs, Thought Leaders, and Industry Icons...

Brand Renaissance: Reinvent Your Legacy, Redefine Your Future, Reignite Your Brand!

Introducing: A Transformative One-on-One Experience to Revolutionize Your Digital Presence

Hi, I'm **Lou Bortone**—the world's foremost video marketing strategist - *or so they tell me!* I've spent my career helping established thought leaders like you harness the power of video, storytelling, and integrated digital strategy to captivate audiences and drive real business growth and personal transformation.

Until now, working with me directly meant VIP consulting or one-off, high-end projects. But the crazy state of affairs and knowing that some folks are struggling inspired me to step it up and come up with something truly special. (More on this below).



Today I'm unveiling **Brand Renaissance**—a one-year, hands-on transformation designed to completely reinvent your brand and position you for long-term dominance in your field - in any economy!

This isn't a quick-fix solution or a standard coaching program. It's **an immersive rebranding experience** designed exclusively for high-level experts and entrepreneurs who are ready to elevate their digital presence, maximize their influence, and monetize their expertise in exciting new ways.

Oh, and when I say "branding," I'm NOT talking about changing a font or slapping a new logo somewhere. But I'm getting ahead of myself.

We Are In a Time!

Let me back up here. When we talk about branding and your business, **we have to address the elephant in the room...**

Actually, there are a couple of elephants... It seems like the elephants are angry and charging right at us.

The first "elephant" is politics. Yikes. Where do we even start with all this? I'm calling it "The Deconstruction Zone."

You've heard the expression, "*America sneezes, and the world gets the flu.*" In other words, the current "situation" in America impacts everyone on the planet.



The other "elephant" is AI - probably **the biggest tech development of our lifetime**, right up there with cell phones and the advent of the Internet.

You can see AI as yet another "thing" to keep up with, but it's really an amazing **opportunity**.

Whatever you think about AI, there's no doubt that **it will drastically change the way we do business**. Starting yesterday.

When you take this powerful one-two punch of "The Deconstruction" and AI together, it signals a massive warning for business owners and entrepreneurs. In fact, **it changes everything**.

It's naive to think that what worked in the past is going to work in this new normal. There are new rules, new tools and new realities.

Doing business online - or anywhere, for that matter - **just got a lot more complicated...**

What This Means for You

None of us are immune from this tsunami of change. **If it affects the economy, it affects you.** But it also means that your unique talents are needed more than ever!

Now, the products and services you offer have to be so good that customers can't live without you. You've got to somehow **break through all the noise** and fear and overwhelm so that your **audience actively seeks you out** and turns to **you** for help.

In today's disruptive and rapidly evolving digital landscape, **a ton of once successful business owners could easily become irrelevant.** Left behind. Yesterday's news.

Soon, many business owners are going to find themselves held back by an **outdated brand identity** that no longer resonates with buyers.

Right now, you may be experiencing:

- **The Big Shift** – We're in a time of deep transition and you may feel like you're not adapting to the changing market.
- **Online Overwhelm**– There's a glut of content out there, so you're not breaking through and connecting with your buyers.
- **Digital Disconnect** – Traditional marketing methods aren't enough to engage today's audience. What worked 6 months ago just won't cut it.
- **Missed Opportunities** – Without an innovative, integrated strategy, you're leaving revenue (and influence) on the table.
- **Your Brand No Longer Reflects Your Brilliance** - Your audience is distracted and disengaged, and your brand is not breaking through.

If your business isn't keeping up with these dramatic changes, it's time for a **Brand Renaissance.**

Introducing Brand Renaissance: A Complete Brand Transformation For Reaching a Distracted Audience

Steve Martin once said that the key to success is to ***“be so good they can’t ignore you.”***

Now with AI in the mix, we need to add that **your brand has to be so good** they can’t ignore you. You have to be so **authentic that** they can’t resist you. And you have to be so **visible that** they can’t miss you.

That’s why I’ve spent the last six months creating **Brand Renaissance**.



Brand Renaissance is an elite, one-year private consulting program that **reimagines your brand from the inside out**. This isn’t just about aesthetics or logos—it’s about positioning you as the definitive leader in your industry through strategic video marketing, smart digital media, AI workflows, and high-impact content creation.

This is a full-spectrum **brand reinvention** that ensures your message, content, and online presence work together to establish your legacy and make your brand unbreakable.

In fact, **your brand will be so powerful, so relevant, and so memorable** that it can survive the AI revolution and all the chaos in the world.

Does Any of This Hit Close to Home?

The **Brand Renaissance** program was designed to tackle the most common challenges faced by **established entrepreneurs, speakers, and thought leaders** who are struggling to maintain relevance and maximize their impact. *If any of the following pain points sound familiar, this program was built for you.*


1. You’ve got an important message, but you need a bigger stage.

- ✓ **Your expertise has evolved, but you want a bigger platform.**
- ✓ **Your messaging is outdated** and doesn’t reflect your current value.
- ✓ **You feel invisible in a crowded market** where newer voices are grabbing attention.

 **Solution:** A complete **brand transformation** that reinvents your identity, positioning you as the definitive leader in your field.


2. You're Struggling to Stay Visible and Compete in the Age of AI

- ✓ **Your audience engagement is declining**, and your social media presence is inconsistent.
- ✓ **Webinars, emails, and videos aren't generating results** like they used to.
- ✓ **Traditional marketing efforts are no longer effective** in today's video-first digital world.

 **Solution:** A **multi-platform content strategy** that ensures your brand is seen **everywhere** your audience consumes content—video, podcasts, email, and more.

3. You Lack a Clear, Cohesive Strategy for Content and Digital Growth

- ✓ **Your digital presence feels fragmented**, with no unified brand identity.
- ✓ **You're producing content inconsistently**, making it hard to gain traction.
- ✓ **You're unsure which platforms to focus on** or what content will drive real business growth.

 **Solution:** A **done-with-you strategic roadmap** that streamlines your content creation, amplifies your reach, and ensures maximum visibility.


4. Your Revenue Has Plateaued, and You Need New Income Streams

- ✓ **You're leaving money on the table** by not monetizing your expertise effectively.
- ✓ **Your offerings (courses, consulting, or books) aren't selling as well as they should.** It just seems like **it's harder and harder to get results.**
- ✓ **You don't have a scalable system** for generating consistent revenue online.

 **Solution:** Creation of **signature digital products** (courses, webinars, sponsorships) that turn your expertise into **profitable, evergreen revenue streams.**


5. You're Overwhelmed by Content Creation and Need Expert Execution

- ✓ **You know video and digital content are critical**, but you don't have the time or skill to execute it consistently at a high level.
- ✓ **You've wasted money on coaches or freelancers** who don't understand your brand or the changing market.
- ✓ **DIY efforts aren't cutting it**, and you need professional-level production.

 **Solution:** Done-for-you **high-quality video, podcast, and digital content production**, allowing you to focus on your business while we handle execution.

6. You Want to Secure Your Legacy and Build a Brand That Lasts

- ✓ **You've built an incredible career, but your brand isn't reflecting that impact.**
- ✓ **You want to be known as the go-to expert** in your space for years to come.
- ✓ **You're thinking beyond short-term gains** and want a digital presence that endures.

 **Solution:** A future-proof **legacy-building strategy** that positions you as an **iconic figure** in your industry—establishing your expertise in a way that will **outlast trends and competitors**.

The Bottom Line: Why Brand Renaissance Is Your Solution

- ◆ **Reignite your brand's relevance** with a fresh, compelling identity.
- ◆ **Expand your influence** across **video, podcasts, email, and social media** effortlessly.
- ◆ **Unlock new revenue streams** by monetizing your expertise in smarter ways.
- ◆ **Stay ahead of digital trends** with a **high-impact, long-term brand strategy**.
- ◆ **Save time and eliminate guesswork** with a **personalized, expert-driven execution plan**.

If you're **tired of being overlooked, losing traction, or feeling stuck in a brand that no longer fits**—Brand Renaissance is **your opportunity to break through and reclaim your influence**.

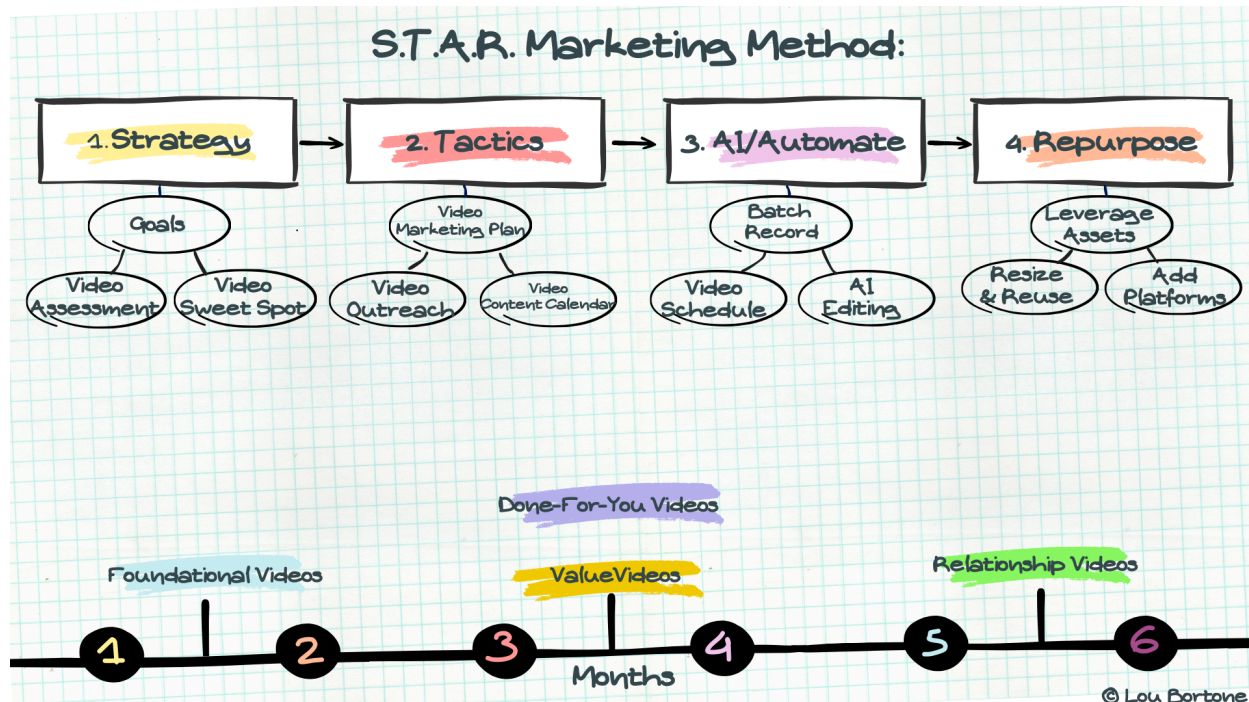
How This Is Different (and Better!)

When it comes to digital marketing, most people post and pray. We're different. **We plan and profit!** We put you in a position of positive change.

A lot of so-called gurus will tell you that it's a numbers game: *"Just post more videos."* Wrong.

You have to **start with strategy**. We consider your goals first, then we reverse engineer a solid plan.

In fact, based on years of testing and experience, I've developed a proprietary **"S.T.A.R." method** for digital marketing. It combines Strategy, Tactics, Automation, AI, and Repurposing. (Okay, so technically the acronym should be STAAR!)

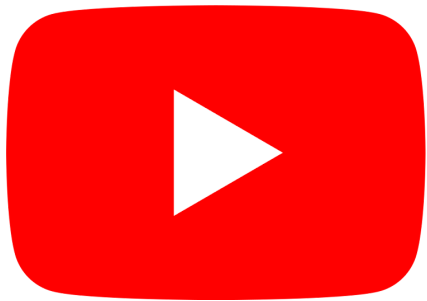


This methodology means that every video, every podcast,, and every email is **strategic** and has a specific purpose. All the elements work together as part of a greater ecosystem that's applied to your business.

1. **Strategy** - We begin with your **goals**, because a cookie-cutter approach won't work when it comes to marketing. We also do a 360 degree **video assessment** to determine what's working, and more likely, what's not working! That helps us discover your "**Video Sweet Spot**," which is the unique intersection of your best style of video and the platforms where your audience hangs out.
2. **Tactics** - Based on your strategy, we create a fully customized 90-day **Video Marketing Plan** and a detailed **Video Content Calendar**. Then we integrate a personalized **Video Outreach** plan to help you connect with your community.
3. **AI & Automation** - We **leverage artificial intelligence** every step of the way, and create automations that help put mundane (but necessary) tasks on auto-pilot. We batch record and schedule your videos strategically, so that your videos support and amplify your marketing efforts. Once these systems are in place, your workflow becomes effortless.
4. **Repurposing** - Finally, we make sure all of your content or intellectual property is maximized and **fully leveraged across all the appropriate platforms**, so you have a consistent and powerful online presence.

Your professionally "done-for-you" videos are strategically created and scheduled so that your "**foundational**" videos are created first, followed by "**value**" videos to

engage your audience, and then “**relationship**” **videos** to deepen the connection with your audience.



Why Work With Me?

If we’re going to work together, then you should probably know a little more about my background and experience. You may already know me as *The Video Godfather*—the guy who has been helping entrepreneurs, experts, and business owners master the power of video for over 20 years. **I started on**

YouTube all the way back in 2005, just 3 months after YouTube began.

When I left the television and movie business in Los Angeles, I thought going out on my own and becoming an entrepreneur would be a walk in the park. After all, I had moved up in the competitive and cutthroat entertainment industry really quickly, becoming a **Senior Vice President of Marketing** by the age of 30.

I had a huge corner office with a view of the Hollywood Hills and the Pacific Ocean, a staff of 25 people, and even an occasional seat on the corporate jet. I was negotiating million dollar deals and managing a 20 million dollar ad budget. How hard could it be to sell products and services online?

Holy shit, was I in for a rude awakening!

From Hubris to Humility

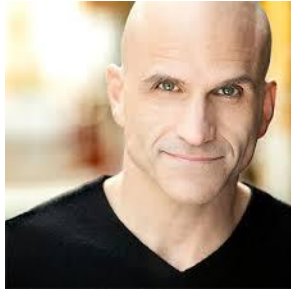
The “online marketing space” didn’t give a rat’s ass about my television industry awards, red carpet Hollywood movie premieres and impressive credentials. This was a whole new game, and I struggled mightily.

Hundreds of classes, coaches and certifications later, I finally broke through.

Ironically, it wasn’t the advice of “gurus” or the thousands of dollars of courses that made the difference. It was just a matter of practicing exactly what I was preaching: **Using Video Marketing to break through the noise** and build a successful, six-figure+ business.

Video put me on the map and, soon enough, I was doing the same for my clients. I was fortunate to work with some BIG names in the industry. Names you would immediately recognize who were great at what they did, but not so great at video. The more I made them look good, the more my business grew.

I may not be a Hollywood big shot anymore, but I have worked with some amazing clients. And I'd rather let them say nice things about me, so I don't have to do it myself!



"Look, I can tell you that his videos have made me loads of money, how clever he is or that his technique is top notch, because it's all true. But, that's not why you choose Lou. You work with Lou because of who he is and what he stands for; a man of uncompromising integrity, profound compassion, and unflinching character. Oh, and his wicked sense of humor will keep you laughing through the entire process."

- Michael Port, Heroic Public Speaking

"Video marketing is here to stay! The savviest business owners are embracing video marketing, but many businesses are getting left behind, feeling stuck and unsure how to optimize video. Lou Bortone is a total pro in this field!"



- Mari Smith, Premier Facebook Marketing Expert

"I love working with Lou Bortone - have for several years - and highly recommend him. He is prompt, conscientious, thoughtful, knowledgeable, professional, and he thinks ahead."

-Lori Richardson, Score More Sales

"I love working with Lou because he brings new ideas and trends to every conversation. He looks for ways to ensure I can easily create and make content. With his support, I'm able to offer my audience consistent and engaging podcasts and videos."

- Jennifer Thornton, 304 Coaching

"I've known Lou for as long as I've known anything about marketing online. He has ALWAYS been the go-to guy for video marketing advice, period."

- Matthew Kimberley, CEO, Book Yourself Solid® Worldwide

"Lou and I have known each other since 2007. I have been following and learning from his knowledge since the day I met him. I can honestly say my business would not be where it is today without him. Anyone on the fence about any of his programs - don't hesitate. You will learn and grow - guaranteed."

- Danelle Brown, Queen Bee Consulting

“Lou is the guy who taught me how to start my YouTube Channel. Yes, the one that now has 246,000 subscribers and 295 million views! Any chance you can learn from this guy, you should grab!”

- Nika Stewart, TikTok Sensation

Now Let's Talk Key Benefits & Results You Will See from the Brand Renaissance Program

By joining **Brand Renaissance**, you are making a **high-impact investment** in your brand's future. Depending on the package you choose and your level of your investment, here are some of the **key benefits and measurable outcomes** you can expect:

1. A Completely Reimagined Brand Identity

✓ **Fresh, Modern Brand Presence** – Your brand will be fully redesigned to reflect your expertise and vision.

✓ **Consistent & Cohesive Messaging** – Every touchpoint aligns with your unique story, voice, and market position.

✓ **Multi-Platform Recognition** – Establish yourself as the go-to leader in your niche across video, social media, podcasts, and beyond.

🚀 **Outcome:** Your brand will look, feel, and perform like a market-dominating powerhouse.

2. Greater Influence & Thought Leadership

✓ **Launch (or Revitalize) Your Own Podcast** – Position yourself as an industry authority with a professionally produced, widely distributed podcast.

✓ **Signature Webinar Series** – Engage, educate, and convert your audience through live or pre-recorded high-value events.

✓ **YouTube Show Development** – Build a growing, loyal audience with SEO-optimized, engaging video content.


🎯 **Outcome:** Become the go-to expert in your field, attracting higher-quality clients and collaboration opportunities.

3. Audience Growth & Engagement on Autopilot

✓ **Substack Newsletter & Email Marketing** – Build a direct connection with your audience through compelling, value-driven content.

✓ **Automated Content Repurposing** – Maximize every video, podcast, and blog post for multiple platforms.

✓ **SEO-Optimized YouTube Strategy** – Get more organic traffic, visibility, and engagement through smart video marketing.


 **Outcome:** A steady influx of new followers, subscribers, and potential clients—all without extra manual effort.

4. Scalable Revenue Growth & Monetization

✓ **Signature Course or Digital Product Development** – Create an evergreen income stream that positions you as an educator and expert.

✓ **Podcast & Webinar Monetization** – Turn your content into profitable revenue generators.

✓ **Multiple Income Streams** – Capitalize on sponsorships, speaking gigs, consulting, and premium offerings.

 **Outcome:** A scalable, diversified revenue system that supports long-term financial growth.

5. High-Touch, Personalized Strategy & Support

✓ **One-on-One Consulting** – Get tailored guidance and feedback every step of the way.

✓ **Direct Access to Lou** – Ask questions, get real-time insights, and fine-tune your strategy.

✓ **Ongoing Performance Optimization** – Monthly reviews and refinement sessions ensure you're always ahead of the game.

♦ **Outcome:** You're never alone in this journey—every decision is supported, every challenge solved.

6. A Long-Term Competitive Advantage

✓ **Future-Proof Brand Strategy** – Stay ahead of digital trends with cutting-edge content and marketing execution.

✓ **Strong Market Positioning** – Outshine competitors with a polished, high-authority personal brand.

✓ **Sustainable Digital Presence** – Your brand will continue working for you long after our year together ends.

 **Outcome:** A brand that remains **relevant, profitable, and respected**—for years to come.

The Bottom Line: What You'll Walk Away With

- ✓ **A refreshed, high-impact brand identity** that aligns with your expertise.
- ✓ **More visibility and authority** across video, podcasts, email, and social media.
- ✓ **A loyal audience that engages and converts** into high-paying clients.
- ✓ **New revenue streams** from courses, consulting, sponsorships, and partnerships.
- ✓ **A done-for-you digital content strategy** that keeps working even when you're not.

Choose Your Path to a Brand Renaissance

Obviously, your specific goals are unique to you and your business, so every Brand Renaissance option is **fully customized and personalized** to fit your needs. These monthly retainer packages are just a sample of what you'll receive:

All plans include a full Brand Refresh and 90-Day Digital Marketing Strategies



Visibility Accelerator \$2,000/month

- Customized Rebranding Campaign (including AI Brand Persona)
- 90-Day Digital Marketing Strategy (with full Video Content Calendar)
- 3 “Must-Have” Foundational Videos (Home Page, About, Contact Page)
- Weekly Video Show/Series - Repurposed into **12 videos/month**
- AI-Powered Automation & Marketing Plan
- Multi-Platform Content Repurposing Calendar
- Personalized Video Outreach Schedule



Influence Amplifier \$3,000/month

- Customized Rebranding Campaign (including AI Brand Persona)
- 90-Day Digital Marketing Strategy (with full Video Content Calendar)
- 5 “Must-Have” Foundational Videos (Home Page, About, Contact Page, Product Page, Thank You Page)
- Weekly Video Show/Series - Repurposed into **15 videos/month**
- AI-Powered Automation & Marketing Plan
- Multi-Platform Content Repurposing Calendar
- Personalized Video Outreach Schedule
- PLUS...
- Weekly Podcast Production & Editing
- Weekly Substack or LinkedIn Newsletter (with video!)



Legacy Builder \$5,000/month

- Customized Rebranding Campaign (including AI Brand Persona)
- 90-Day Digital Marketing Strategy (with full Video Content Calendar)
- 7 “Must-Have” Foundational Videos (Home Page, About, Contact Page, Product Page, Thank You Page, Podcast Page, Video Gallery)
- Weekly Video Show/Series - Repurposed into **20 videos/month**

- AI-Powered Automation & Marketing Plan
- Multi-Platform Content Repurposing Calendar
- Personalized Video Outreach Schedule
- Weekly Podcast Production & Editing
- Weekly Substack or LinkedIn Newsletter (with video!)
- PLUS...
- Creation of Signature Product and/or Signature Course (video modules)
- Creation of evergreen promotional Webinar
- Manage and Optimize Your YouTube Channel
- Create and Manage Weekly Livestream show

Your Investment

This program is **not for everyone**. It's for those who are ready to take action and work **one-on-one** with me for a **full year** to execute a comprehensive **brand reinvention strategy**.

Your investment starts at **\$2,000/month** with **custom payment options available** to match your business's growth goals.

Are You Ready to Reinvent Your Brand and Redefine Your Future?

This is your **opportunity to modernize, elevate, and future-proof your brand**.

♦ [Apply Now to Work with Lou](#) ♦

Still Have Questions?

I get it—this is a major transformation, and you want to make sure it's the right fit. If you'd like to discuss how **Brand Renaissance** could work for you, schedule a **complimentary strategy session** with me.

Click **here** to schedule your consultation.

Let's build a brand that lasts.

Lou Bortone

The Video Godfather

P.S. This is your **moment to reclaim your position as a top-tier thought leader**.

♦ [Apply Now to Work with Lou](#)

Opportunities Abound In Your Brand Renaissance

Once you're part of the Brand Renaissance program, the possibilities are almost endless...

Depending on the specific needs of your business and your budget, we'll create a comprehensive and customized marketing and branding strategy, which could include any combination of the following:

1. Online Video Series ("Your Show")

- ✓ Full channel setup with custom branding and strategic content planning.
- ✓ Production of 12 professionally edited video episodes (one per month).
- ✓ SEO optimization and multi-platform promotion.
- ✓ **Outcome:** Build a video-first audience, boost your authority, and attract premium clients.

2. Video Podcast Launch & Management

- ✓ Strategy sessions to develop a compelling podcast concept.
- ✓ Custom branding—logo design, theme music, and scripted intros/outros.
- ✓ Production of 12 high-quality episodes (one per month) with professional editing.
- ✓ Multi-platform distribution to expand your digital footprint.
- ✓ **Outcome:** Establish yourself as a thought leader and build an engaged community.

3. Signature Product or Course Development

- ✓ Market research and ideation sessions to refine your unique offering.
- ✓ Professional video production and editing for course materials.
- ✓ Seamless integration with a leading online learning platform.
- ✓ **Outcome:** Establish a **scalable revenue stream** and solidify your expertise.

4. Substack/LinkedIn Newsletter Creation

- ✓ Custom editorial strategy and newsletter branding.
- ✓ Bi-weekly content creation (24 issues over the year).
- ✓ Professional copywriting and email automation setup.
- ✓ Growth tactics to build an engaged and high-converting audience.
- ✓ **Outcome:** Direct, meaningful audience engagement and thought leadership.

5. Signature Webinar Production

- ✓ Strategic planning and content creation for high-impact webinars.
- ✓ Professionally designed slides and interactive webinar features.
- ✓ Full launch support, marketing, and follow-up engagement strategies.
- ✓ **Outcome:** A powerful platform to showcase expertise, generate leads, and drive conversions.

6. Unlimited One-on-One Support

- ✓ Weekly strategy calls tailored to your evolving business goals.
- ✓ Monthly deep-dive analytics to optimize every channel.
- ✓ Direct access via email and phone for real-time advice.
- ✓ **Outcome:** High-touch, continuous support to ensure every aspect of your transformation is aligned with success.

Let's build a **brand that lasts**—and one that truly reflects your brilliance. 🚀

Are You Ready to Reinvent Your Brand and Achieve Unprecedented Growth?

This is your **moment to reclaim your position as a top-tier thought leader.**

♦ [Apply Now to Work with Lou](#)

Let's build a **brand that lasts**—and one that truly reflects your brilliance.



I look forward to connecting with you as soon as possible.

Lou Bortone

The Godfather of Video

P.S. The Bottom Line: Why Brand Renaissance Is Your Solution

- ♦ **Reignite your brand's relevance** with a fresh, compelling identity.
- ♦ **Expand your influence** across **video, podcasts, email, and social media** effortlessly.
- ♦ **Unlock new revenue streams** by monetizing your expertise in smarter ways.
- ♦ **Stay ahead of digital trends** with a **high-impact, long-term brand strategy.**

- ♦ **Save time and eliminate guesswork** with a **personalized, expert-driven execution plan.**

If you're **tired of being overlooked, losing traction, or feeling stuck in a brand that no longer fits**—Brand Renaissance is **your opportunity to break through and reclaim your influence.**

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