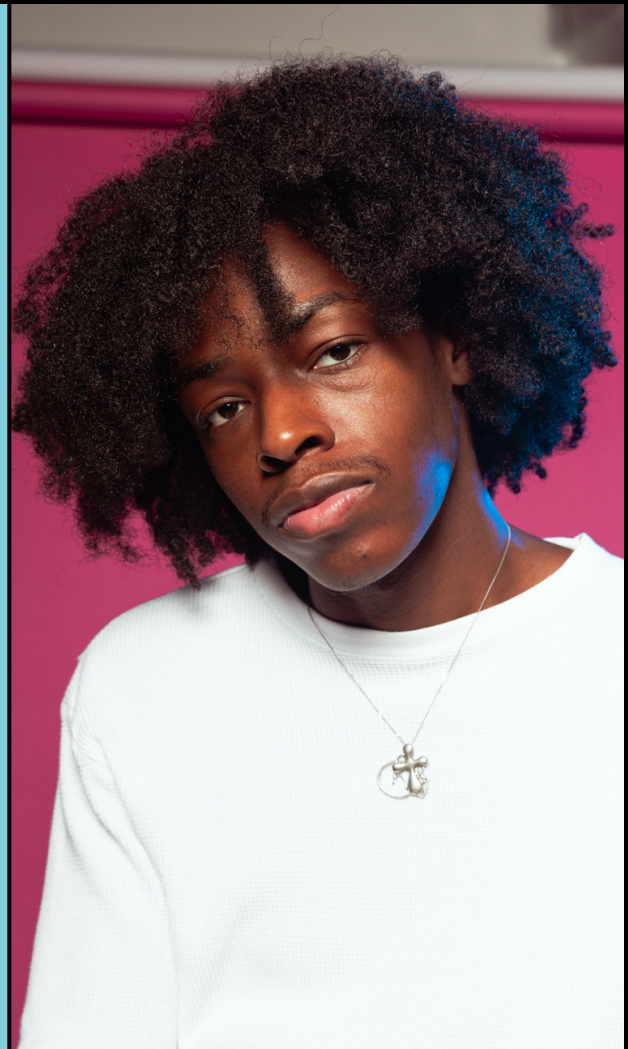


PAYING HOMAGE TO YOUR BRAND WITH MANNING ANTOINE



WORKBOOK

NOTES





TAKEAWAY #1

TAKEAWAY #2

LESSON 1
CREATING YOUR OWN LANE

TAKEAWAY #3





TAKEAWAY #1

TAKEAWAY #2

LESSON 2
**ASSESSING
LOW-RISK IDEAS
VS. HIGH-RISK
IDEAS**

TAKEAWAY #3





TAKEAWAY #1

TAKEAWAY #2

LESSON 3
**WHY
CONSISTENCY
BEATS
MEDIOCRITY**

TAKEAWAY #3





TAKEAWAY #1

TAKEAWAY #2

LESSON 4
KNOW WHO TO
CALL AND WHEN
TO CALL THEM

TAKEAWAY #3

