

BRAND GROWTH SERIES

The Brand Workbook

Fill this in and you will know exactly what your brand is known for, who repeats it, and who on your team keeps it running.

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25+ builds delivered across 12 countries

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Read this before you start filling it in.

You are not short on quality. That is not the problem we are solving here.

The problem is the gap. Someone who has never heard of you decides whether you are worth their money based on a website, a search result, and maybe nine seconds of a Reel. If what they find looks like every other business in your category, they shop on price. Not because they are cheap. Because you gave them nothing else to compare.

A brand closes that gap. It is not a logo and it is not a colour palette. It is the answer to one question your customer is silently asking: **why you, and not the one next to you?**

This workbook makes you answer it in writing. Part One builds the brand: what you are known for, the story that carries it, and the content system that repeats it without eating your weekends. Part Two builds the team that keeps it running once you stop being the only person doing it.

How to use it

- Print it, or fill it in on screen. Handwriting works better than typing for the story sections. It slows you down.
- Do not do it all in one sitting. Part One in one block, Part Two in another.
- Blank boxes are the point. A workbook you read and did not write in did nothing for you.

This pairs with the Sites That Sell Workshop.

Free, live, and we audit real websites on screen. It is the same conversion framework behind 25+ builds across 12 countries. Bring your filled in Part One and it will make far more sense.

01

Define Your Brand

Four questions, answered backwards from where you want to end up.

The Four Question Worksheet

WHY THIS WORKS

Most businesses build a brand forward: post something, see what happens, post again. That is guessing with a camera. This worksheet runs it backwards. You start from the outcome you actually want, then work down to the reputation that produces it, the actions that earn that reputation, and the skill you are missing to do those actions well.

Answer honestly and the four answers become a filter. Every future decision about content, hiring, or spend either serves line one or it does not.

WORKED EXAMPLE -- A FURNITURE BRAND

- 1. Outcome:** \$60K a month in direct orders, no discounting, no marketplace listings.
- 2. Known for:** The brand whose pieces still look right in ten years, with the joinery shown rather than claimed.
- 3. Actions:** Film the build of one piece every month. Publish two customer homes a month. Rebuild the product pages so they answer lead time, cost, and care without being asked.
- 4. Learn:** How to shoot in the workshop without a crew, and how to write a page that sells a \$4,000 table to someone who has never sat at one.

01. What do I want to have happen? Be specific. Revenue, product, volume, timeframe.

02. What do I have to be known for in order for that to happen?

03. What do I have to do in order to be known for that?

04. What do I have to learn in order to do those things?

02

Your Brand Story

Catalyst, Conviction, Proof. Three parts, and the third one is the only one that compounds.

The Three Part Story Framework

WHY THIS WORKS

A story is not the testimonial on your homepage. It is a pattern a customer can predict. Brands that feel trustworthy have three things running at once: a reason they exist, a belief that separates them, and a visible track record that keeps proving both. Miss the third and you have a slogan.

01. The Catalyst -- why this business exists

Something made you build it the way you did. Usually it is a customer you could not help inside somebody else's system, a standard you refused to drop, or a gap you kept seeing in how your category treats people. It does not have to be dramatic. It has to be true.

Ask yourself: What did I see that the businesses around me did not, or did not care about? What made me act on it?

Your Catalyst

02. The Conviction -- what makes you different and why a customer should care

This is a belief, not a feature. Free next day delivery is a feature. "Nobody should have to wait at home for a delivery window" is a conviction, and it explains the feature. Convictions are useful precisely because not everyone shares them. If every competitor would sign your sentence, it is not doing any work.

Ask yourself: What do I believe about serving customers that a lot of businesses in my category clearly do not? What do customers compliment me on that I keep brushing off? Why would that matter to someone weighing a real spending decision?

Your Conviction

03. The Proof -- how you reinforce it, repeatedly

A story is not what you say once. It is what you demonstrate on a schedule. Proof is finished work, reviews that mention the specific thing you claim, the same standard visible on the website and in the packaging and in how somebody answers an email at 6pm. One testimonial is a nice moment. Twenty four months of the same claim being backed up is a brand.

Ask yourself: Does every post, page, and customer interaction reinforce the association I want? Which examples prove the conviction rather than just looking good? If someone hears my name, what is the first thing I want in their head?

Your Proof

OUR OWN STORY, IN THE SAME THREE BOXES

Catalyst

Lucas spent four years emailing companies and waiting for work to arrive. It never did. So he stopped waiting and started building things people could see: a run club, then podcasts with founders and a billionaire. The lesson was that access is not the bottleneck. Applying is.

Conviction

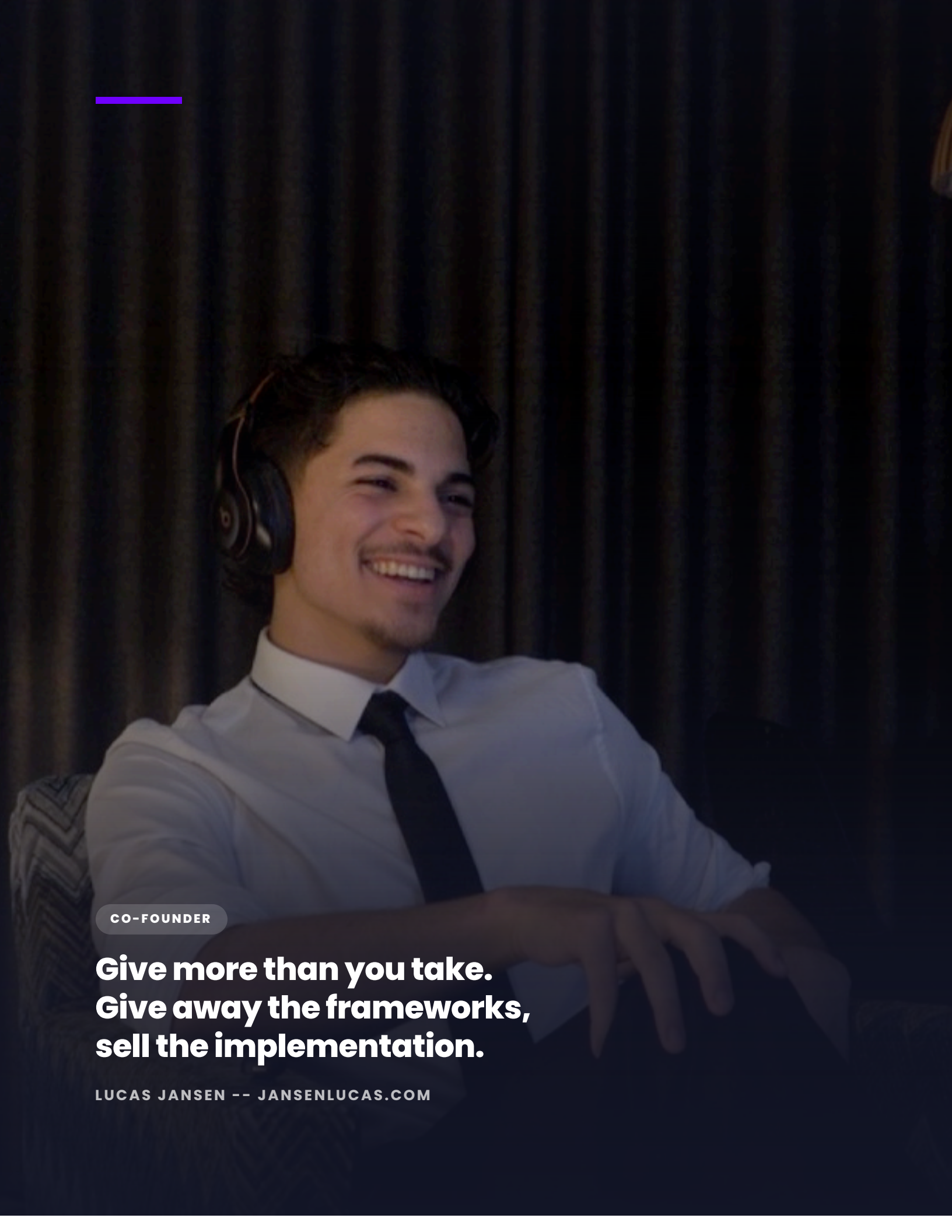
Give more than you take. Give away the frameworks, sell the implementation. The knowledge was never the hard part for a business owner. Time and execution are.

Proof

\$7,200 collected in the opening weekend after leaving a restaurant job in January 2026. Then 25+ builds across 12 countries in six months. Every playbook on our site is the one we use on paid work.

ACTION STEP

Say all three out loud in under thirty seconds. If it takes longer than that, it is not a story yet, it is a paragraph. Cut until a customer could repeat it to a friend.



CO-FOUNDER

**Give more than you take.
Give away the frameworks,
sell the implementation.**

LUCAS JANSEN -- [JANSENLUCCAS.COM](https://jansenlucas.com)

One Shoot, One Month

OBJECTIVE

Stop treating content as a daily task. Treat it as one recorded session per month that gets cut into everything else. A business owner has roughly two spare hours a month for this. This playbook fits inside them.

STEP 01

Pick the anchor

One long piece per month that carries real substance. If a customer could only see one thing from you this month, this is it.

- A twelve to twenty minute walkthrough of one job, product, or project start to finish
- An honest pricing and lead time explainer for your highest value offer
- A recorded conversation with a customer who has actually used the thing
- A "here is what went wrong and how we fixed it" breakdown

Choose something still true in a year. Evergreen anchors can be re-cut forever.

STEP 02

Mine it

Watch the anchor back once with a notepad and pull out the pieces. In a twenty minute recording there are usually eight to twelve.

- Every clean 30 to 60 second answer that stands alone
- Every sentence you would be willing to put on a wall
- Every objection you answered without being asked
- Every moment you disagreed with how your category normally does it

STEP 03

Reformat, do not repost

The same idea, shaped for where it lands. Nothing gets uploaded identically to two places.

- **Reels, Shorts, TikTok:** the 30 to 60 second answers, vertical, subtitled
- **Instagram carousel:** the objection you answered, one slide per beat
- **Email:** one takeaway plus the link, sent to your list
- **Website:** the anchor transcript becomes a real page on that product or service
- **Google Business or a local listing:** the practical version. Badly underused if you sell anywhere physical

STEP 04**Put it on a calendar and stop deciding**

Deciding what to post is what kills consistency, not filming. Fix the slots once.

WEEK	MONDAY	WEDNESDAY	FRIDAY
1	Publish anchor	Clip 1 (short)	Listing or local post
2	Carousel: the objection	Clip 2 (short)	Email to the list
3	Product page live	Clip 3 (short)	Review request push
4	Clip 4 (short)	Best performer, re-cut	Film next anchor

Why it works

- Nothing is wasted. One recording session covers four weeks.
- Repetition is the mechanism, not a side effect. A customer needs to meet the same claim several times before they believe it.
- It survives a bad week. Batch content does not care that Tuesday exploded.

Your anchor for next month. Topic, who is on camera, and the date it gets filmed.

ACTION STEP

Book the filming date in the calendar now, as a blocked commitment. Not a reminder. An appointment.

Filming Where You Work

OBJECTIVE

You do not need a production crew. You need one repeatable corner of your workshop, studio, showroom, or office where the light and sound are already solved, so filming is a decision that takes zero setup. And you need your permissions sorted before a customer or a staff member appears on camera.

KIT

Keep it lean and always ready

- A current phone. It out-resolves what most businesses need. Clean the lens.
- A clip on lav mic or a small wireless mic. Audio is what makes content feel cheap, not video.
- A small tripod with a phone mount, left assembled in a drawer.
- One soft light for the days the weather is grey.
- Storage cleared before you start, and a charged battery. Both fail at the worst time.

SETUP

Solve one corner, once

- **Light:** face a window, do not stand with your back to it. Overhead strip lighting alone will hollow out your eyes. Never mix window light and fluorescent in the same shot.
- **Sound:** record ten seconds and listen back with headphones before the real take. Compressors, extraction, fridges, and air conditioning all show up on tape and not in the room.
- **Background:** pick the one spot that looks like your business at its best. Same spot every time. Consistency reads as intentional.
- **Frame:** lens at eye height. Camera below eye level is the single most common mistake and it is unflattering on everyone.

PEOPLE

Getting a real performance out of a nervous human

Whether it is a customer or somebody on your own team, the first two minutes decide the quality of the next twenty.

- Set the energy yourself. Whatever you walk in with, they will match.
- Roll before you "start". The throwaway warm up answer is usually the honest one.
- Nod. Do not interrupt. Silence pulls better answers than another question does.
- When something good lands, say so immediately. They will go looking for more of it.
- Water within reach. Long takes dry people out and it is audible.

DEPTH

The follow up that turns an answer into content

A first answer is almost always the surface. Three follow ups get you to the version worth publishing.

Go to process

"What specifically changed for you between looking and buying?"

Test the edges

"Would you tell someone in a completely different situation to do the same thing?"

Make it usable

"If someone is where you were six months ago, what is the one thing you would tell them?"

Customer says: "I put it off for years." Weak follow up: "Why?" Strong follow up: "What finally made you order that week and not the year before?"

CONSENT

Non negotiable, and do this before you film

Somebody's face, voice, home, and name are theirs, not yours. Verbal permission on the day is not enough, and it does not survive a fallout eighteen months later when the clip is still running as an ad.

- Use a short written release, signed before filming, naming the platforms, whether it may be used in paid ads, and how long you may use it.
- Spell out that they can withdraw it, and what happens to already published material if they do.
- If you are filming in someone's home or business, get the property owner's permission too, not just the person on camera.
- Never film another customer, another customer's order, a screen, or a client list in the background. Sweep the frame before you roll.
- Store the signed releases where you can produce them in seconds, and log which asset belongs to which release.
- If you operate in a regulated category, or you handle health, financial, or children's data, have your own counsel approve the wording. Rules differ by country and by state.

This is general guidance from a marketing team, not legal advice.

AFTER

Close the loop the same day

- Tell the person on camera two specific things that landed. It makes the next session easier.
- Offload the footage before you leave, to two places.
- File the release with the footage, not somewhere else.
- Charge everything and put the kit back in the same drawer.

Stories That Close Sales

OBJECTIVE

Nobody buys because of a specification. They buy because a story let them picture themselves on the other side of it. Story is not decoration on top of the useful content. It is the delivery mechanism.

The five beat structure

01. The hook

Two seconds. Lead with the tension, never with a greeting. "She had not had people over in four years."

Cut every "hey guys, so today I wanted to talk about".

02. The stakes

What it was actually costing. Specific and recognisable. Three suppliers who all missed the date. A room nobody used. Two years of buying the cheap version twice.

03. The middle

The messy part. What was hard, what nearly went wrong, what you changed. Perfect journeys are not believable and they do not build trust. Progress does.

04. The lesson

One takeaway the viewer can use even if they never buy from you. This is what makes it worth watching instead of feeling like an advertisement.

05. The step

One small, low commitment next action. "If you have been putting this off, the quote is the cheap part. Send us the room measurements and get a straight answer." Not "contact us today for a free consultation".

Two rules that decide whether it lands

Specific beats impressive

"Four years of not having people over" does more work than "life changing results". A number, a place, or a detail a stranger could not have invented is what makes a story believable. Vague praise reads as marketing, and people have been trained to discount it.

One story, one point

If you are making three points, you have three pieces of content, not one. The moment a story tries to cover price, process, and aftercare at once, the viewer stops tracking and leaves. Pick the single thing you want remembered and cut everything that does not serve it.

The five story types worth telling

TYPE	WHAT IT DOES	OPENING LINE THAT WORKS
Origin Why you built it this way	Explains your conviction without you having to claim it	"I left my last job because I kept being told good enough was good enough."
Failure The one that taught you	Builds more trust than any success story. Vulnerability reads as competence when it comes with a lesson	"I remade that order twice at my own cost. Here is what I had missed."
Customer transformation Release first	Lets the viewer see themselves in it. Your highest converting format by a distance	"Four years of not using that room. Six weeks."
Behind the standard Proof of the claim	Shows the work nobody sees, which is where your price is actually justified	"This is the step most people skip, and it is why these fail at year three."
Industry Position yourself	Makes you the person who explains the category, not just the person selling in it	"Cheap imports are not the problem. This is."

Write your origin story hook. One sentence, and it has to earn the second sentence.

Name the job that taught you the most, including what went wrong. This is your failure story.

Which customer will you ask first, and what is the one thing about their story you want on camera?

ACTION STEP

Tell one of these on camera this week, in one take, without a script. Ninety seconds. Do not delete the first attempt.

The Team That Runs It

Everything in Part One works exactly once if you are the only person doing it.

A brand that depends on the founder having a good week is not a brand, it is a mood. Part Two is about the boring machinery: writing a role so the right person self selects, filtering candidates properly, deciding between hiring and outsourcing, onboarding without babysitting, and the weekly conversation that keeps good people from leaving.

The Role Description Worksheet

WHY THIS WORKS

A vague job post is not a small problem. It is the reason you interviewed nine people and hired the least wrong one. A good description does the filtering before anyone applies: the right person reads it and thinks "that is me", and the wrong person quietly closes the tab. That is the whole job of the document.

The seven sections, and what each one is for

Purpose

Two sentences on why this role exists at all. If you cannot write it, the role is not ready to hire.

Responsibilities

What they actually do on a Tuesday. No fluff verbs. They should be able to picture the day.

Requirements

Only the genuine non negotiables. Every fake requirement removes a good candidate.

Results

What success looks like in numbers at 90 days. Outcomes, not activities. This is the section most businesses leave out.

Availability

Real days and hours, including the weekends. Say it now or lose them in month two.

Compensation range

Publish it. Hiding it filters for people who will negotiate hardest, not people who fit best.

Values and how you operate

How your business behaves when it is busy, when a customer is upset, and when someone makes a mistake. Skill is teachable. This is what you cannot train, so screen for it in writing.

Three tests before you post it

- **Could a stranger picture the day?** If the responsibilities could describe four different jobs, they are still too abstract to filter anyone.
- **Is there a number in the Results section?** Without one you are hiring on impression, and you will manage on impression too.
- **Would your best current team member recognise the place in it?** If the description sounds like somewhere they do not work, you are advertising a fiction and the new hire will notice in week two.

Write it once properly and it does double duty: it becomes the job post, the interview structure, and the first page of the 30/60/90 plan in Section 09.

Fill it in for your next hire

Common first hires in a growing brand: someone to run sales conversations, an operations or fulfillment lead, a customer support lead, a marketing generalist, or a part time content person.

Role title, and who it reports to

Purpose. Why does this role exist, in two sentences?

Responsibilities. What they do day to day.

Requirements. The genuine non negotiables only.

Results at 90 days. Numbers, not tasks. Example: quote to order conversion at 35%, or first response time under two hours.

Availability and compensation range

The three values you will actually screen for

The Hiring Funnel

OBJECTIVE

Most businesses hire reactively: someone quits, panic, post an ad, hire whoever is available and pleasant. Then repeat in nine months. A funnel replaces urgency with a process. Same idea as your customer funnel, pointed inward.

01

Find your real bottleneck first

Hire against the constraint, not against the noise. Work out where the money is actually leaking.

- Enquiries coming in but not converting, and it is you doing the follow up: hire someone to own the sales conversation.
- Messages sitting unanswered for two days: support, before anything else.
- Orders sold but shipping late: operations, not more marketing.
- You are the only person who can actually do the work and you are booked out six weeks: hire and train a second pair of hands.

If you have never written down where the leak is, you are about to hire for the wrong role at full salary.

02

Hire for character, train the technical part

You can teach software, scripts, and process. You cannot teach warmth with a stranger, or the instinct to notice a problem before it reaches you. Weight the traits you cannot install.

03

Five gates. No skipping, combine if you are short on time.

1. **Application:** ask for a 60 second video answering one specific question. It removes the mass appliers instantly and shows you how they talk to a stranger.
2. **Screening call:** ten minutes on pay, hours, and commute. Kill mismatches here, not at interview four.
3. **Real work sample:** no hypotheticals. Give them the actual job. Role play a price objection on your highest value offer. Have them answer a real customer email. You learn more in eight minutes than in an hour of questions.
4. **Team fit:** have them spend time with the people they will work beside, and ask that team afterwards. Your team knows within twenty minutes.
5. **Your final call:** if they got this far, this is not more assessment. This is you selling the vision and getting them excited.

04

Do not scale a mess

If your systems are broken, another person makes the breakage faster, not smaller. Written process first, then headcount. This is the single most expensive lesson in growing a business.

05

Keeping the good ones

- Pay properly for the role you actually need. Underpaying the person who handles your money conversations is the most expensive saving you can make.
- Let them get deep at one thing rather than mediocre at five.
- Give real ownership. When they bring you a problem, ask what they would do before you answer.
- Strong people leave when they stop growing, long before they leave over money.

Where is your real bottleneck right now, and what is it costing per month?

What is the work sample you will use at gate three?

In House vs Contractor vs Agency

HOW TO USE IT

Score each row 1 to 5 for how important it is to you, then write that same score into the columns where the option genuinely delivers it. Total each column. The highest total is your answer, and the gap between the top two tells you how confident to be.

WHAT MATTERS TO YOU	IN HOUSE	CONTRACTOR	AGENCY
Ongoing, long term need			
Needs deep specialist skill			
Needs to flex up and down			
Budget covers salary plus benefits			
Has to move fast, starting now			
Must sit inside your culture			
Customer facing or handles sensitive data			
Needs several skills at once			
Low fixed overhead preferred			
Time you can spend managing it			
Total			

Reading your result

- **In house wins:** ongoing, customer facing, culture dependent work. Sales, support, operations, fulfilment.
- **Contractor wins:** narrow specialist work you need occasionally. Editing, photography, copy.
- **Agency wins:** multi discipline work you do not want to learn, manage, or rebuild every time someone leaves. Website, funnel, paid acquisition.

Then do this

Hiring in house

- Finish the Section 06 worksheet first
- Budget salary plus 20 to 30% for the real cost
- Run all five gates
- Write the 30/60/90 before day one

Using a contractor

- Scope one paid trial piece first
- Agree deliverables, revisions, and turnaround in writing
- Confirm who owns the files. Usually you do not by default
- Get a signed agreement if they touch customer data

Using an agency

- Ask for work in your category, not a general reel
- Define the metric that decides success up front
- Know who your day to day contact actually is
- Agree what you keep if you leave

Four ways this goes wrong

- **Hiring in a panic.** A rushed hire costs roughly six months of salary to undo, and the team remembers.
- **Screening only for skill.** Culture misfits do more damage in a small team than gaps in experience.
- **Skipping the paid trial.** One small paid project tells you what six calls will not.
- **Never revisiting the decision.** The right answer at \$30K a month is often wrong at \$90K.

Your decision, and the one thing that would change it

The 30 / 60 / 90 Onboarding Plan

WHY THIS WORKS

New people fail from unclear expectations far more often than from lack of ability. A written 90 day plan moves them from learning to contributing to owning, and it means you are judging performance against something you both agreed to rather than against your mood. Write it before their first day.

DAYS 1 TO 30 -- LEARN AND ABSORB

Focus: how this business actually works, who does what, and the standard they are joining. They are not expected to produce yet.

What they must know by day 30

Tasks and shadowing

How you will know it worked

DAYS 31 TO 60 -- CONTRIBUTE

Focus: doing real work with a safety net. First measurable wins.

What they own by day 60

Numbers they are now accountable for

DAYS 61 TO 90 -- OWN IT

Focus: running their area without you checking. Bringing you solutions rather than questions.

What full ownership looks like at day 90

The number that says this hire worked

What comes after 90 days. What are they growing into?

Run the reviews

- Book the day 30, 60, and 90 check ins on day one. All three, in the calendar, before they start.
- Each one goes both ways. Ask what is unclear, what is slower than it needs to be, and what they would change.
- Adjust the plan out loud when reality disagrees with it. A plan you quietly abandoned teaches them that written commitments do not matter here.

ACTION STEP

Do this retroactively for whoever you hired most recently. If you cannot state what they own and what number they are accountable for, that is not their performance problem. It is yours.

The Weekly One to One

OBJECTIVE

This is the highest leverage thirty minutes in your week and the first thing to get cancelled. It is not a status update. It is where you find out what is quietly broken while it is still small, and where good people decide whether to stay.

Cadence

Weekly for anyone whose work you depend on. Fortnightly at the absolute least.

Length

Thirty to forty five minutes. Long enough to get past the surface, short enough to protect.

Format

Same day, same time, same place. Predictability is most of the value.

The agenda, in order

BLOCK	TIME	WHAT YOU ARE ACTUALLY DOING
Wins	5 min	Name something specific they did well. Specific, or it counts for nothing.
Roadblocks	10 min	"What is slowing you down that I could remove?" Then remove it, visibly, this week.
Priorities	10 min	Are they clear on what matters most before next week? Most misalignment dies here.
Feedback	5 to 10 min	You give one piece. Then you ask for one, and you sit in the silence until you get it.
Growth	As needed	What are they trying to become good at, and what would help.

Five rules

- **Phone away.** Checking it once undoes the whole conversation.
- **Listen four times more than you talk.** If you did most of the talking, it was a briefing.
- **Ask open questions.** "What is one thing I could do differently to make your week easier?" beats "all good?" every time.
- **Follow up on what was raised.** Nothing kills these faster than raising something twice.
- **Make it about them.** Your update is not what this half hour is for.

Four ways these die

It becomes a status report

Numbers and updates belong in a shared doc or a morning huddle. Use this time for the things they would not put in writing.

You keep moving it

Rescheduling twice tells them clearly where they sit on your list. Treat it like a booked customer meeting.

Feedback only when something breaks

If your feedback is always bad news, they will start managing your perception instead of doing the work.

"How's everything going?"

Gets "fine" forever. Ask about a specific job, call, or customer from this week.

One to one note template

Print one per person per week. Keep them. The pattern across six weeks tells you more than any single conversation.

Name / Date
Wins and progress
Roadblocks, and what I am removing this week
Priorities for next week
Feedback given / feedback received
Follow up for next time

Why the boring parts are the brand

Nothing surprises you

Problems arrive as small conversations instead of resignations.

People stay

Feeling heard outranks a small pay rise for almost everyone. Replacing someone good costs vastly more than keeping them.

Standards hold when you are not there

Which is the actual test of a brand. Not the logo. The Tuesday you are out of the building.

The claim stays true

Your Section 02 conviction is only real if the team delivers it on the phone, in the inbox, and in the box that turns up.

ACTION STEP

Book recurring one to ones with your key three people right now, for the next eight weeks. Then do not move them.



CO-FOUNDER, OPERATIONS

**A brand that only works
when the founder has a good
week is not a brand. It is a
mood.**

GABRIELY -- JANSENLUCAS.COM

Deep Work vs Admin Time

OBJECTIVE

Two kinds of work run your week and they destroy each other when mixed. Making things needs uninterrupted blocks. Running a business needs conversations and decisions. Most founders lose both by letting the second bleed into the first.

DEEP WORK

Building, designing, writing the copy for a product page, filming your anchor, solving the hard problem nobody else can. Needs long, protected, interruption free blocks. One interruption costs far more than the minutes it takes.

SHALLOW WORK

Team check ins, supplier calls, marketing reviews, one to ones, hiring, numbers. Needs other people and short slots. Fills every gap you leave open.

Split the day

- **Mornings are protected.** Deep work only. No supplier calls, no "quick question", no marketing meetings before noon.
- **Afternoons absorb everything else.** Team, suppliers, hiring, admin, marketing. Batched, not scattered.

Then split the week

DAY	SHAPE	WHY
Monday	Admin heavy	Stack the meetings, the huddle, and the week's decisions into one day and buy back the other four.
Tuesday and Thursday	Deep mornings, admin afternoons	Your highest value production days. Protect the first half hard.
Wednesday	No meetings at all	The hard problems, or the brand work from Part One. This is the day the workbook actually gets used.
Friday	Deep, with flex	Finish, review the week's numbers, and set Monday up so it does not eat itself.

Making it stick

- **Block it visibly.** Protected time goes in the shared calendar as a booked commitment, with a name. Unnamed gaps get filled by other people.
- **Tell the team the rule once, then hold it.** The first time you break your own block, it stops existing.
- **Give urgency a route.** Real emergencies need a defined path in, or people will interrupt everything just in case.
- **Set expectations outward.** Suppliers, reps, and freelancers get an afternoon window. They will adapt immediately.
- **Review it monthly.** The right shape at three people is wrong at eight.

Your protected block. Which day, which hours, and what it is for.

The one recurring interruption you are going to move into the afternoon window this week

ACTION STEP

Put one protected block in the shared calendar for the next four weeks before you close this workbook.
Name it. Do not move it.

You filled it in. Now the boring part.

Most people download something like this, read the first two pages, and never write a word in it. If your boxes have handwriting in them, you are already doing something almost nobody does.

Here is the honest bit though. None of this earns you a single customer until it shows up where they can see it. A conviction that only exists in this workbook does nothing. It has to be on the homepage, in the sales conversation, in the follow up, and in what your team says when you are not in the room.

That is the gap we spend our days closing, and it is the whole subject of the workshop.

Next step one -- the Sites That Sell Workshop

Free and live. We audit real websites on screen and walk through the conversion framework behind 25+ builds across 12 countries. Bring your Part One answers. You will see exactly where they belong on your site.

jansenlucas.com/webinar/registration · Seats capped

Next step two -- have us build it

If the strategy is clear and time is the actual bottleneck, apply to work with us. Takes two minutes. We look at your site, your brand, and how you get customers today, then tell you straight whether we can move the needle. If we cannot, we say so.

jansenlucas.com/work-with-us

Who wrote this



Lucas Jansen

Spent four years sending emails and waiting for business to arrive. It did not. Founded the 365 run club instead, which led to podcasts with billionaire Tom Cummins and a run of founders, and to the realisation that successful people are not different. They just apply. Left a restaurant job in January 2026 and collected \$7,200 in the opening weekend on one principle: give away the frameworks, sell the implementation.



Gabriely

Runs operations. Filters every brand we take on, manages every project, and is the reason things actually ship on the date we said. If your build lands on time, that is her. She is also the reason Part Two of this workbook exists, because she has fixed more broken processes than most people ever see.

Together: 25+ projects delivered across 12 countries in the first six months, for brands from the US, Dubai, and Singapore to Brazil, Mexico, Japan, South Africa, and across Europe. Furniture, skincare, fashion, franchises, coaches, service businesses. Most agencies charge \$50,000 and up for this level of work. We publish the frameworks free, because the brands that learn from us first tend to become the clients who trust us most.

Lucas and Gabriely's results are not typical and are not a guarantee of your success. Lucas and Gabriely are experienced website and marketing builders, and your results will vary depending on your market, your competition, your effort, and your existing customer base. We do not guarantee specific revenue increases or customer acquisition numbers. Case studies and testimonials reflect individual client outcomes and should not be interpreted as typical results. Nothing in this workbook is legal or financial advice. Confirm your own consent, release, and advertising obligations with your counsel.

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