

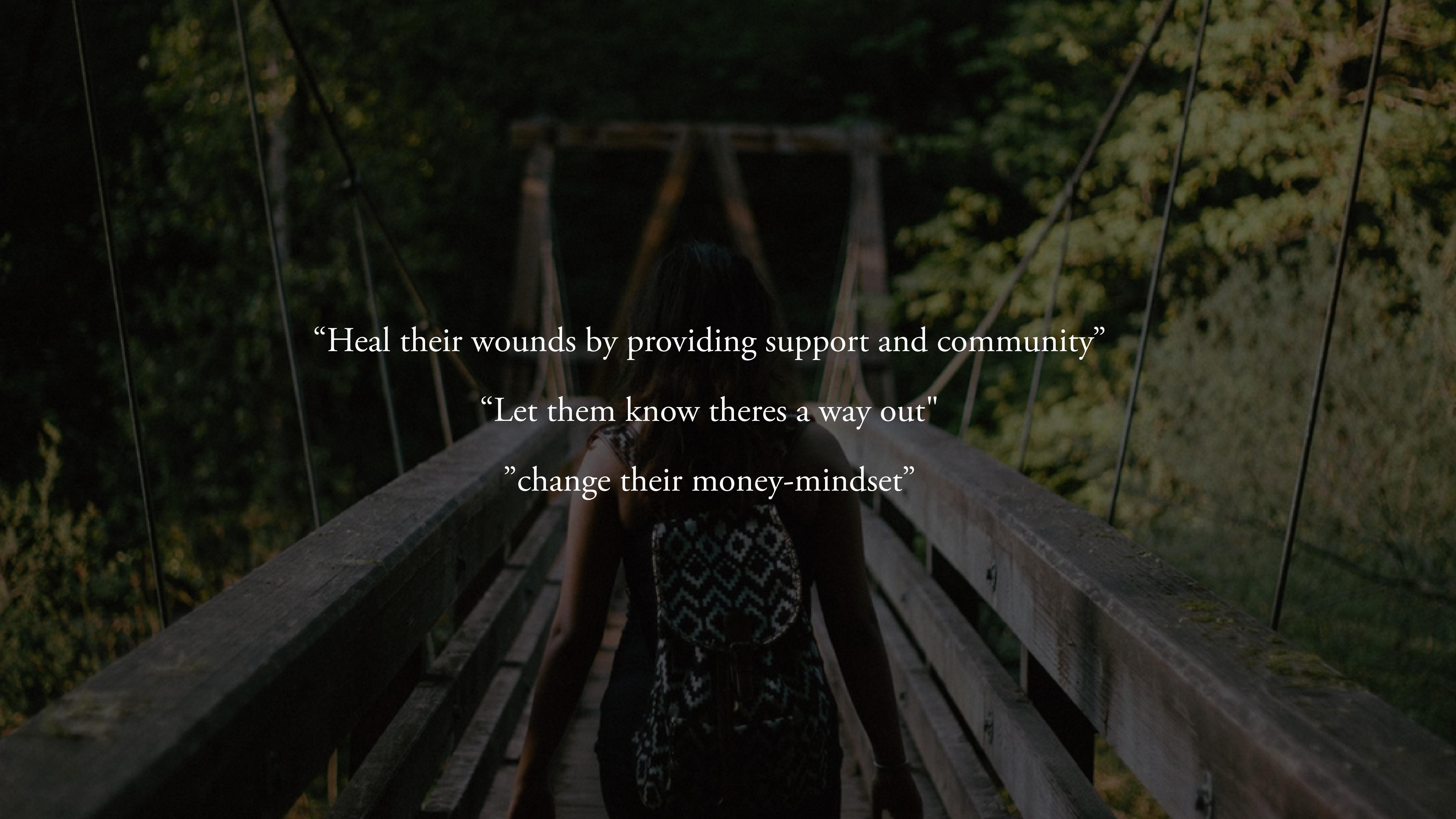
M O O D B O A R D

M A R C H 1 8 , 2 0 1 6

D A N   R A D E R

M A G G I E   G E R M A N O  
F I N A N C I A L   C O A C H

IT ALL STARTS WITH  
UNDERSTANDING THE PROBLEM AT HAND



“Heal their wounds by providing support and community”

“Let them know theres a way out”

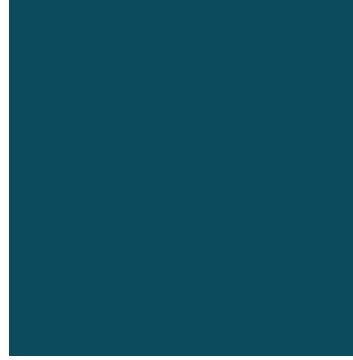
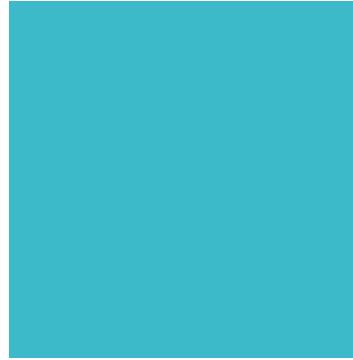
”change their money-mindset”

IT'S IMPORTANT TO CONVEY BOTH  
WHAT THE **BRAND IS**, AND **WHAT IT ISN'T.**

THIS BRAND IS	WITHOUT BEING
Knowledgable	Condescending
Supportive	Coddeling
Empowering	Fawning
Progressive	Hasty
Dependable	Immovable
Savvy	Unreachable
Professional	Stodgy
Relatable	Inexperienced
Honest	Callous
Rigourous	Nagging

B R A N D   T H E M E S

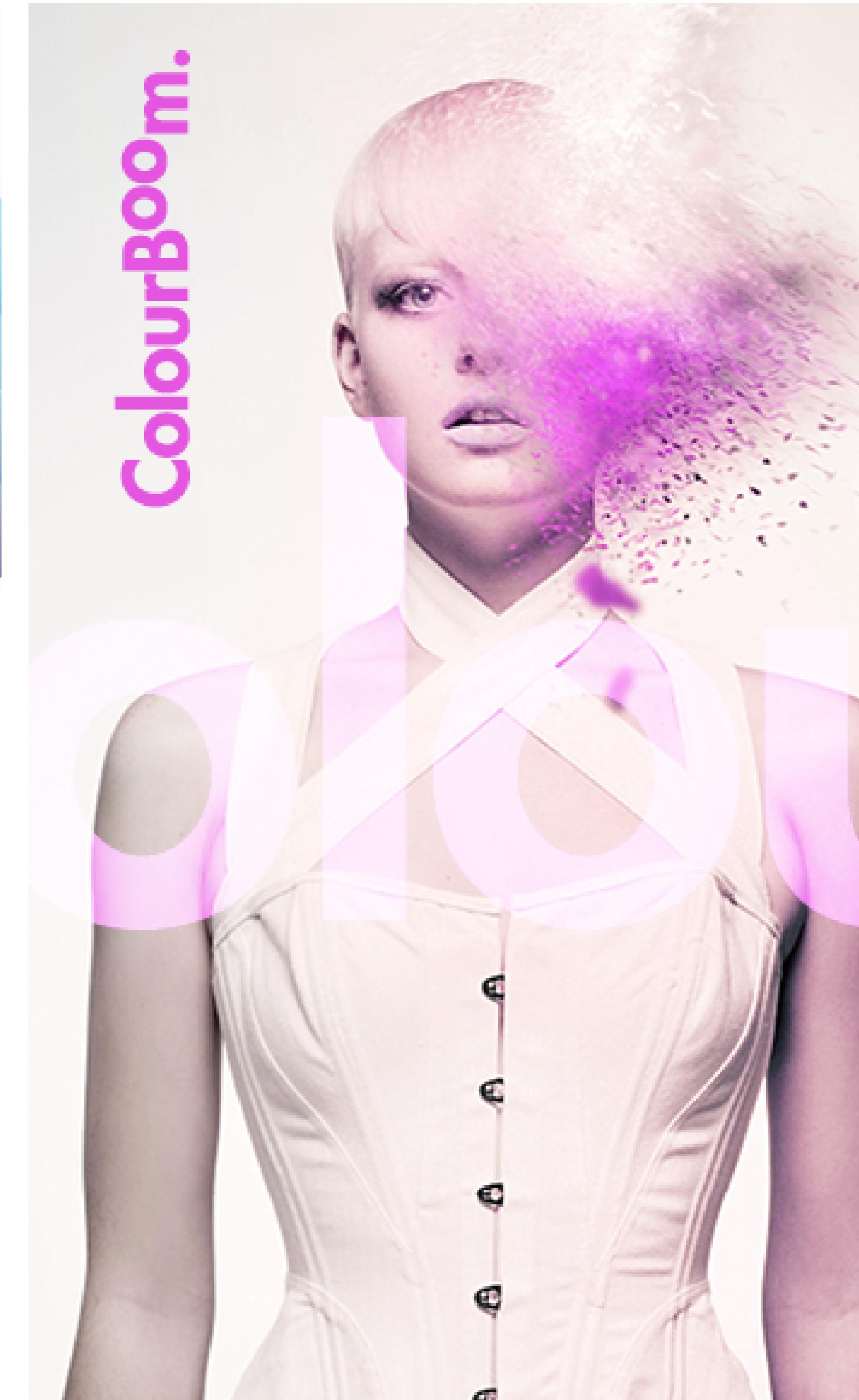
Authentic and Honest Guidance  
Empowered Women  
Expert Advice and Fiscal Knowledge  
Fun—Personable Experiences



A woman with curly hair is laughing joyfully, holding several colorful balloons (orange, green, blue, red) in front of her mouth. The background is a light gray with faint text.

PREREQUISITES FOR  
**RAPID GROWTH**

stickermule

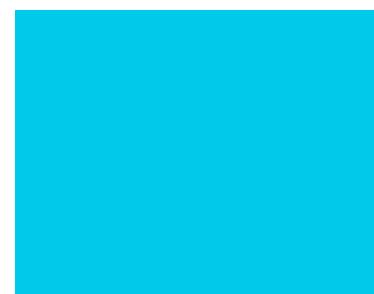


TAKE  
YOU  
PLACES

TELL YOUR STORY WITH

Visit [colourboom.com](http://www.colourboom.com) to begin your journey

PHOTO: THOMAS HILL / GETTY IMAGES



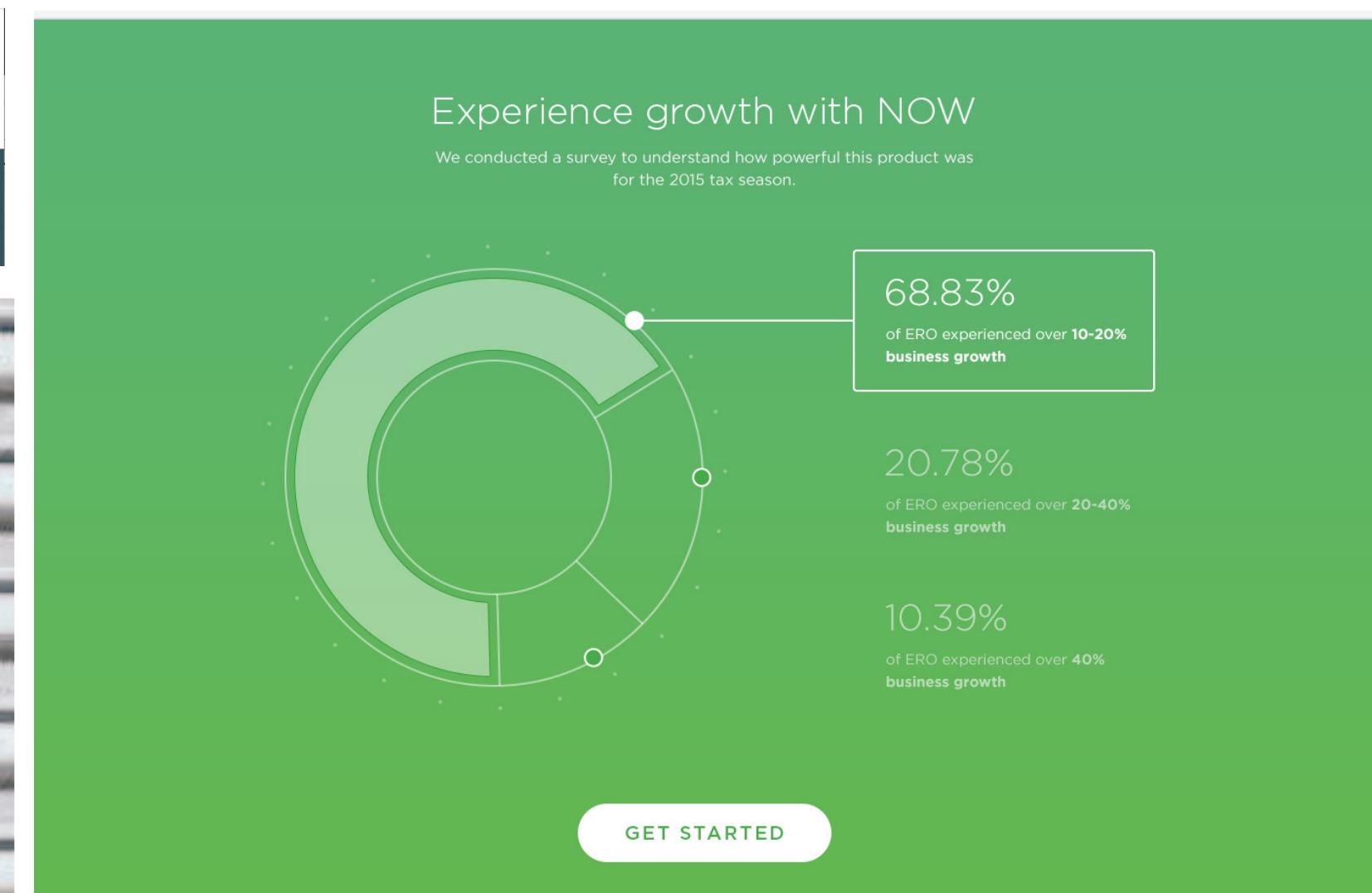
BUDGET AND SAVE   SPEND AND ORGANIZE   CONVENIENT SUPPORT   SMARTER BANKING   WHO WE ARE

COMPANY   POLICIES   ELSEWHERE   USING SIMPLE



Request more information

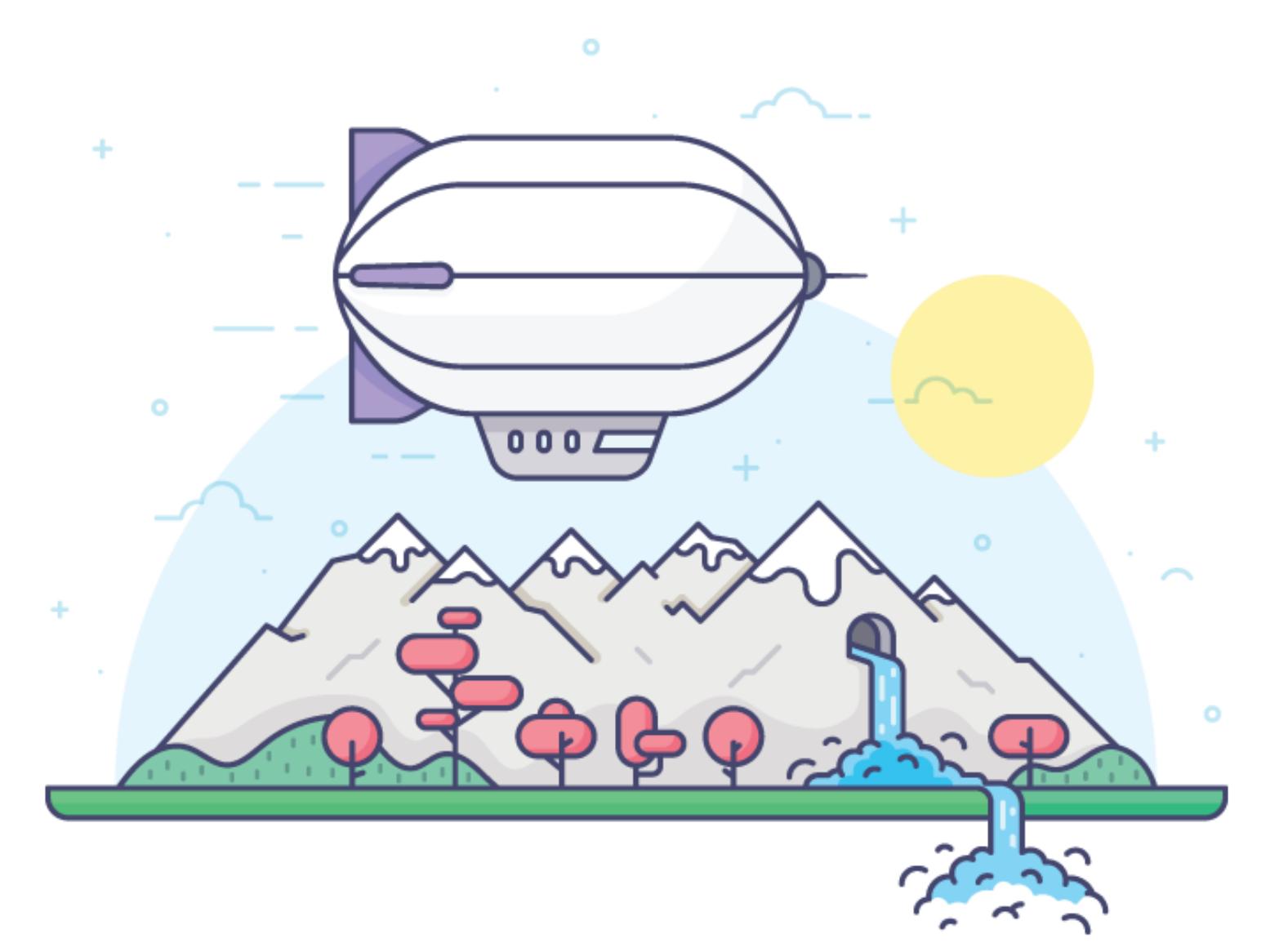
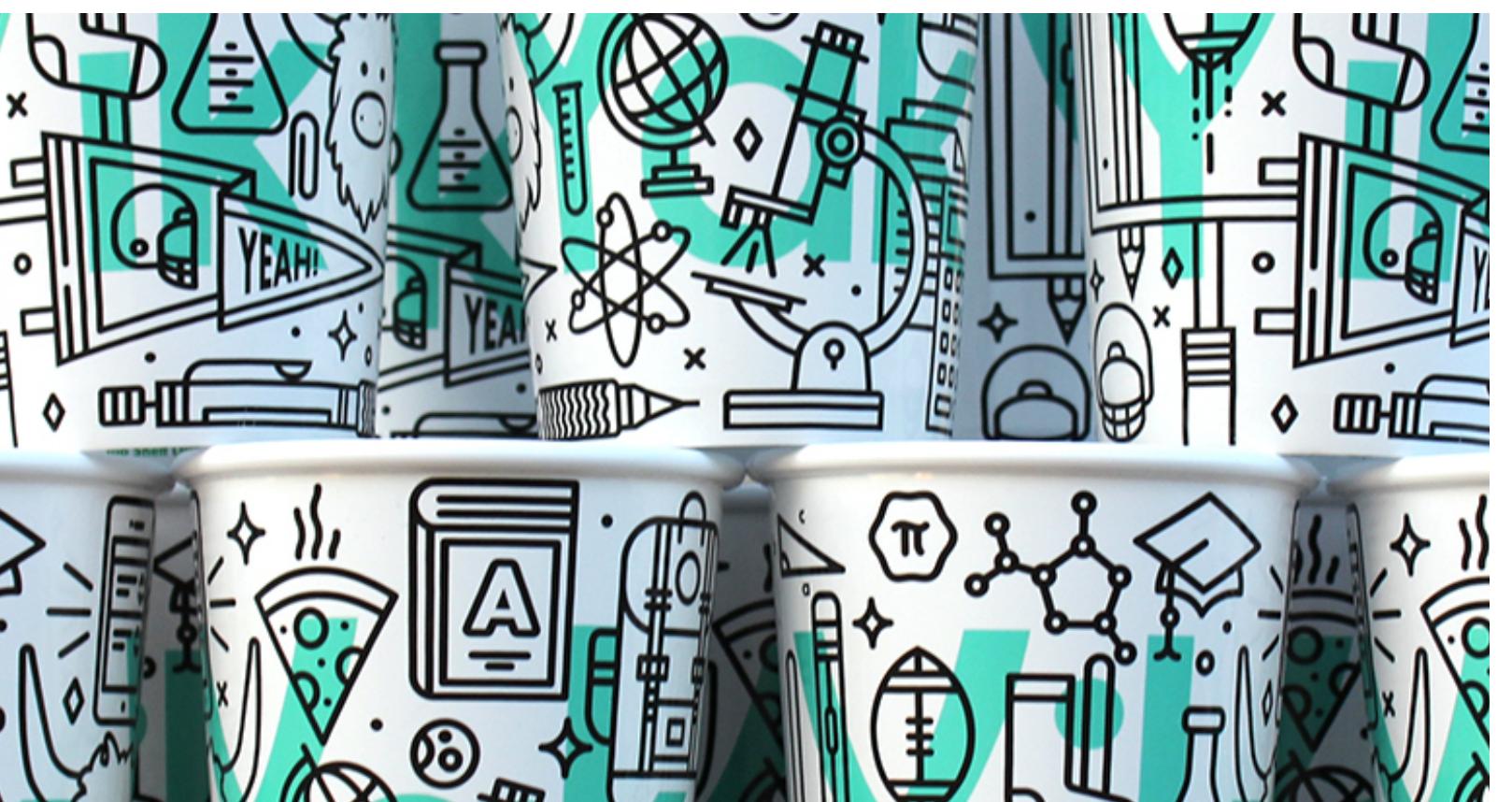
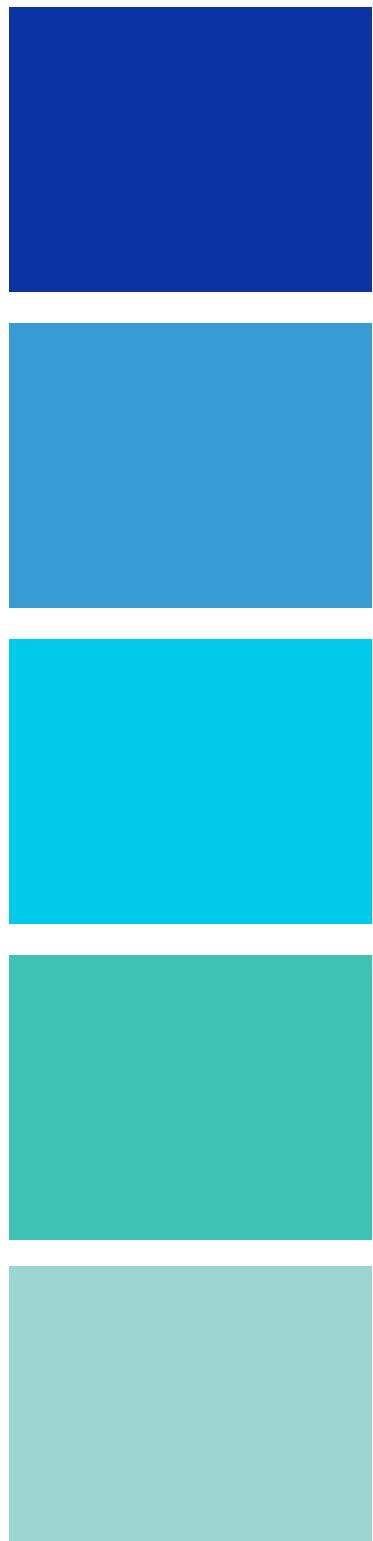
WHY START A 401K? INVESTMENT PHILOSOPHY SECURITY PRIVACY Questions? Call 1-855-6-CAPTAIN or [email us](#)



**Be a Hero**  
Empower your client to be financially independent

**latilus**

**latilus**



THANK  
YOU

DAN RADER

