



BRANDMA'S  
HOUSE

# STRATEGIC CASE STUDY FOR SHEDEUR

TURNING CONTROVERSY INTO BRAND LEGACY USING  
FOUNDER-FIRST BRAND ARCHITECTURE™



A **Brandmotherly** breakdown of how  
**Shedeur Sanders** can build a legacy outside  
of football and his father's shadow using  
**Founder-First Brand Architecture™** and  
the **Brand Habits** of:  
*Presence, Productization, Acquisition, & Licensing.*

[www.brandmashouse.com](http://www.brandmashouse.com)

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MAY 2025

# Intro



Deion didn't just raise athletes. He built Brand Leaders; Shedeur, Shilo, and himself.

And while folx loudly whisper *nepotism*," I call it **in-house brandparenting**.

Shedeur Sanders, the son of NFL legend Deion Sanders, has been plagued with never-ending loud whispers of **nepotism** and **entitlement** since college. As a highly regarded quarterback, his potential seemed endless until he decided to transfer schools and criticism about his privileged. Top that with a slide to a 5th-round draft pick, and Shedeur faced a perfect shit storm of negative attention that could easily fuck with his future. But Shedeur can flip this narrative into one of the most powerful brand-building opportunities in sports history with **Founder-First Brand Architecture™** (FFBA) and strategic use of **Brand Habits: Acquisition, Productization, Licensing, and Legacy**.



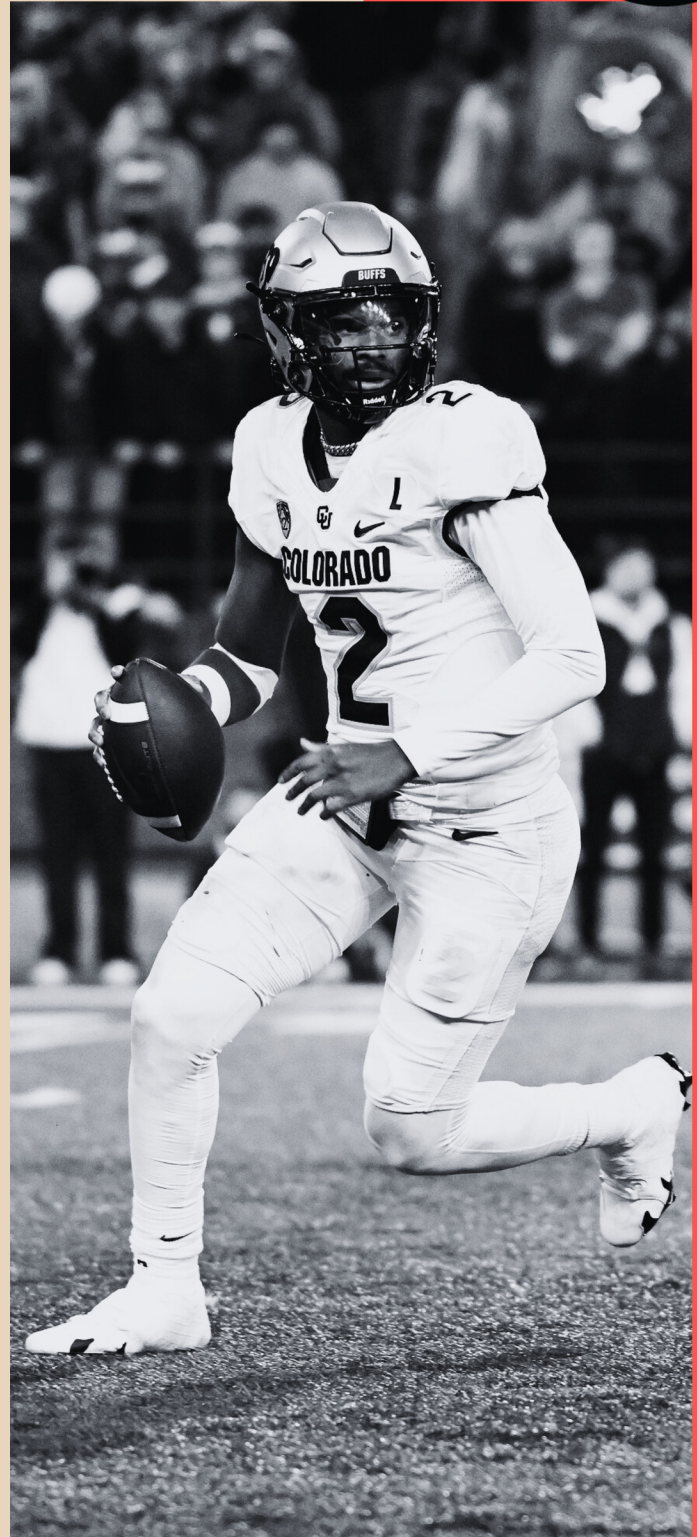


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# THE PRESENCE HABIT



## Owning the Spotlight

### Challenge:

Shedeur Sanders faces intense scrutiny regarding his privilege; accusations of nepotism; perception that success was handed to him on a silver platter; narrative that he didn't earn his place. Add to that his drop to 5th round draft pick, and he's got a whole lot of "spotlight" on him, but none of it's been on his own terms.



## Presence Habit: Owning the Spotlight of Privilege

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### Brand Strategy

Here's where **Presence** comes in. Shedeur needs to **own** the spotlight of his **privilege** in a way that flips the narrative and **makes it work for him**. The core of the **Presence Habit** is about stepping into the space you occupy and shaping how others perceive you. Shedeur has a privilege that many overlook: the **privilege of having a father who is both present and supportive**, someone who guided him every step of the way. That's a privilege few athletes can brag about. Being **actively mentored by one of the greatest players in football history**.

Shedeur doesn't need to shy away from this. In fact, he should lean in and **be ten toes down about it**. This is **his story**; the son of a legend who didn't just inherit a name, but the tools to create his own legacy. The **real privilege** here isn't just being "Deion Sanders' son" but being the son of someone who took the time to show up, teach him the game, and prepare him for success in the face of pressure.

Instead of letting **haters weaponize his father's influence**, Shedeur should frame his presence as an asset. An asset that not only helped him succeed but shaped the man he is. His **father's guidance** wasn't just about influence, but about strategy, mental resilience, and the importance of showing up.

## Presence Habit: Owning the Spotlight of Privilege

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### Content Strategy

- Shedeur can create content that highlights his father's role in his development, through video interviews, behind-the-scenes moments, or stories of their father-son moments that emphasize growth, discipline, and grit.
- Live streams or social media posts can give fans a peek into his life, showing the intimate and genYOUine™ presence of his relationship with his father.
- A documentary series or vlog could follow his journey, not just as an athlete but as a son learning from a mentor, giving folx a chance to see the work that goes on behind the scenes.

Shifting the conversation around **privilege** to focus on **gratefulness, respect, and hard work** will not only highlight their relationship but position him as a leader who's learned from the best, not just in football, but in life. This allows Shedeur to take full ownership of his space and influence, transforming **privilege into power** and visibility, a true display of the **Presence Habit**.



# THE PRODUCTIZATION HABIT

## Challenge:

While Shedeur's football career is a major focal point, his brand has to expand beyond the field. If he's only known for his performance on the field, his brand runs the risk of fading away once his playing days are over. Without a strategic productization plan, he might be tied only to his athletic career, and his potential as an entrepreneur will pass by.

## Monetizing Assets



## Productization Habit: Monetizing the Branded House of Shedeur

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### Brand Strategy

To create long-lasting revenue streams, Shedeur needs to diversify his Branded House and monetize his story. Productization is more than creating products; it's building a legacy through assets that stand, things that don't rely on a good or bad season.

How Shedeur can leverage the **Productization Habit**:

- **Signature Content & Masterclasses:** Shedeur's personal brand has a unique combination of talent, work ethic, and family influence that speaks to a larger audience. He could create masterclasses, webinars, or online courses focused on the mental game of sports and leadership. This content could focus on lessons he learned, including how to overcome the pressures of privilege, the expectations that come with being in the shadow of a legend, and how to build a strong mental game. The core lesson: turning challenges into assets, whether it's dealing with the media, facing adversity, or transforming criticism into motivation.
- **Exclusive Behind-the-Scenes Content:** Taking followers into his world with premium content; exclusive access to training routines, locker room moments, or family time with his dad. This could be offered through subscription models or exclusive paid content hubs, turning his life into a pay-per-view experience. For instance, an exclusive YouTube channel or a Patreon where fans can pay for early access or intimate content about his football career, his personal life, or the process behind his performance and mindset.



## Productization Habit: Monetizing the Branded House of Shedeur

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### Brand Strategy

#### Productization Habit (cont):

- Merch and/or Gear: Shedeur's presence and personality can easily extend into apparel and lifestyle products. Think athleisure wear that ties into his personal ethos, products that speak to performance and mindset. Monetize a clothing line, posters, and branded merch with slogans like "Privilege is Personal" positioning his product as a symbol of resilience. He can tap into lifestyle clothing that blends sports functionality with streetwear, building a brand for those who share his mindset.
- Books/Autobiography: This is a no-brainer. Writing a book that digs into his journey of privilege, priorities, and privacy as the son of a legend and how he's leveraged it to create his own path. This book could appeal to a wide range of audiences, from young athletes to entrepreneurs to fathers looking for insight on how to navigate potential brand leadership and legacy.

By shifting from a sole focus on football to building a branded house that generates revenue from content, lifestyle products, and experiences, Shedeur secures his brand's future. This is creating assets that carry his story forward, even after his athletic career concludes.

# THE ACQUISITION HABIT



## Attention Into Assets

### Challenge:

While Shedeur is building a strong personal brand, being a one trick pony limits his influence and weakens his brand infrastructure. As a football player he acquired skills to up his ball game. Now he needs to up his band game and that can be done through smart acquisitions that align with his evolution. Acquisitions not only boost his credibility, they also diversity the branded house portfolio.



## Acquisition Habit: Turning Attention into an Asset

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### Brand Strategy

For exponential brand diversification, Shedeur can invest in or acquire businesses that complement his personal brand and ethos. By adding strategic businesses to his portfolio, he can create an interconnected network that drives influence, expands his footprint, and solidifies his leadership in multiple sectors. Most celebrities just buy franchises.

How Shedeur can leverage the **Acquisition Habit**:



- **Invest in Sports/Wellness Brands:** Shedeur can build a resilient and performance-driven branded house that benefits from his personal brand. Acquiring or investing in companies that focus on sports gear, fitness, or wellness merges his football career with a broader commitment to health and well-being.
  - For instance, acquiring a mental health startup that focuses on young athletes could help Shedeur expand into the wellness and self-care space. This moves him outside the football field and ties into a greater social cause; the mental health of young athletes in high-pressure environments.

## Acquisition Habit: Turning Attention into an Asset

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### Brand Strategy

How Shedeur can leverage the **Acquisition Habit** (cont):



- **Acquiring Lifestyle Brands:** Shedeur's personal style and swagger already has significant market potential. He could acquire lifestyle brands that align with his identity. This kind of acquisition directly strengthens his brand's influence in the fashion and consumer goods markets while adding tangible products to his branded house.
  - A sportswear company could easily be integrated into his existing brand, and he could rebrand it under his name, infusing it with his values and story. Acquiring an established but underperforming brand, revamping it with his personal touch, and leveraging his growing social media influence would be a smart way to gain quick credibility while also scaling quickly.

## Acquisition Habit: Turning Attention into an Asset

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### Brand Strategy

How Shedeur can leverage the **Acquisition Habit** (cont):



- **Acquiring Media or Content Platforms:** Shedeur can acquire or partner with media platforms especially those that cater to athletes, youth sports, or motivational content. Acquiring a content hub or sports media company would give him immediate access to distribution channels for his story, and also create a platform where he can build his brand narrative over time.
  - Think of this as creating a personal brand channel, but on a larger scale. This acquisition not only aligns with his values but also gives him the ability to control the messaging around his brand, while leveraging his acquired business to expand into content creation, podcasts, blogging, and video production.

## Acquisition Habit: Turning Attention into an Asset

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### Brand Strategy

How Shedeur can leverage the **Acquisition Habit** (cont):



- **Partnerships for Scale:** Instead of acquiring full ownership, Shedeur could partner with businesses and entrepreneurs who complement his evolution. These strategic partnerships could be in the form of joint ventures, licensing agreements, or equity deals that align with his brand ethos especially in sports, health, and lifestyle. By partnering with established companies, Shedeur can scale quickly while reducing risk and tapping into proven business models.



## Acquisition Habit: Turning Attention into an Asset

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### Infrastructure

Acquiring businesses that align with Shedeur's **Founder-First Brand Architecture**™ doesn't just impact his brand's influence, it shapes the entire brand infrastructure.

How this move enhances his long-term brand strategy:

- **Synergy Across Brand Elements:** Each acquisition should fit into the larger branded house he's building. For example, a fitness tech company that helps athletes track their mental and physical health would complement his clothing line and wellness focus, creating a seamless brand experience for consumers.
- **Diversified Revenue Streams:** By acquiring brands in different industries—media, wellness, fashion, etc.—Shedeur can diversify his revenue streams, reducing dependency on football, and future-proof his brand. A healthy brand portfolio provides long-term financial stability, regardless of how his football career progresses.
- **Leverage Influence for Acquisition:** As Shedeur's personal brand grows, his ability to leverage influence in acquisitions grows. Influence in business is about creating value by strategically influencing others. By acquiring businesses, he not only enhances his brand, he also shows that he's in the business of building, not just playing.
- **Building a Legacy Beyond Sports:** Shedeur's long-term legacy will be anchored in the diverse businesses he owns and the ecosystem he creates. By acquiring businesses and creating a robust infrastructure, he can make sure that when football is over, his brand legacy is still alive and thriving.

# THE LICENSING HABIT



## Monetized Passive Brand

### Challenge:

Shedeur's influence as an athlete is strong, licensing his name, likeness, and intellectual property will be crucial to extending brand longevity. The key is making sure his personal brand doesn't solely rely on his football but becomes a multi-industry empire. Licensing provides passive revenue that allows brands to continue thriving even when no one is actively participating in the industry.

## Licensing Habit: Monetizing the Brand For Passive Revenue

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### Brand Strategy

Licensing Shedeur's name, image, and signature elements to other businesses can create lasting partnerships and provide a source of income long after his football career ends. It's turning his personal brand into an asset that can be licensed out to companies and organizations that align with his evolution. No slapping his face on products just because.

How Shedeur can tap into the **Licensing Habit**:



- **Licensing His Name & Likeness:** Shedeur's name carries weight, but it's more than football, it's what he stands for. Licensing with aligned companies allows his personal brand to be associated with well-known products. Companies could easily see value in partnering with him to co-create a signature line.
  - Consider mentality-focused gear that embodies Shedeur's mindset of overcoming challenges and pushing boundaries. His signature collection could even draw inspiration from his father's legacy, positioning him as a brand ambassador with a multigenerational appeal.

## Licensing Habit: Monetizing the Brand For Passive Revenue

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### Brand Strategy

How Shedeur can tap into the **Licensing Habit**: (cont):



- **Licensing Signature Elements:** Shedeur comes with swag and swagger. Having catchphrases or unique slogans like "Privilege is Private" could become powerful brand assets in their own right. These phrases could be licensed for t-shirts, mugs, posters, or social media templates.
  - Think licensing his signature motivational quotes or his personal branding symbols (like a specific logo, number, or gesture) to a variety of industries; fitness, media, or merchandising. His brand messaging could be used in motivational content, keynotes, and merch that appeals to a broad audience seeking empowerment.



## Licensing Habit: Monetizing the Brand For Passive Revenue

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### Brand Strategy

How Shedeur can tap into the **Licensing Habit**: (cont):



- **Licensing to Media Companies:** Shedeur's personal brand is primed for expansion through licensing media content. This could mean licensing his videos, documentaries, or interviews to streaming platforms or media companies. Think about his story being turned into documentaries, or his game highlights being turned into motivational content for channels like Netflix, YouTube, or ESPN.
  - Shedeur could enter a licensing agreement with major content distributors, allowing them to use his video clips, footage, or personalized branding for their projects, advertisements, and campaigns, allowing his brand to stay in front of fans, even without him directly appearing in new content.

## Licensing Habit: Monetizing the Brand For Passive Revenue

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### Infrastructure

Licensing solidifies Shedeur's position in the broader business ecosystem and expands the infrastructure of his branded house.

- **Brand Value Growth:** Licensing allows Shedeur to monetize his name, likeness, and philosophies, turning them into sellable assets. By licensing his signature phrases or visual identity, he's ensuring that his brand lives on beyond his direct involvement, making it a long-term asset for multiple industries.
- **Cross-Industry Influence:** Licensing helps Shedeur cross industry lines. Instead of being confined to the sports world, his brand extends to fashion, media, fitness, and even tech, amplifying his influence in diverse sectors and positioning him as a brand leader in multiple fields.
- **Passive Income Streams:** Through licensing agreements, Shedeur creates passive revenue that will continue to build his wealth, long after his sports career is over. This ensures that his brand sustains itself and remains profitable without requiring constant active participation.
- **Brand Recognition and Authority:** Licensing also builds brand recognition and establishes Shedeur as an authority in his chosen industries. By partnering with reputable companies, he can boost his credibility and expand his brand's influence in ways that go far beyond the football field.

# A BOOK TO BUILD ON

## Privilege, Priorities, & Privacy: Playing Ball On My Terms

**Privilege:** Start with privilege because it's foundational to understanding his story. His background, the access he's had, and the support from a high-profile father like Deion Sanders sets the stage for everything else. It's important to acknowledge privilege early on to provide context for his journey, both in the opportunities he's had and the challenges he's faced because of public perceptions of nepotism. This section would set the tone for self-reflection and self-respect, owning the privilege but acknowledging the hard work it still takes to live with it.

**Priorities:** Next, shift to priorities, where he discusses how he's navigated his path despite privilege. This section could cover his decision-making process, values, and how he's chosen to focus on certain goals. This is where the “sliding to the 5th round draft pick” theme could come into play, showing how his priorities were shaped by his circumstances and his mindset about growth, hard work, and resilience. It's where he can show how he navigates the weight of expectations with his personal ambitions.

**Privacy:** Conclude with privacy, dig into the personal boundaries he's set for himself in the public eye. This would be where he explores the toll of being constantly under the microscope, especially when it comes to his family's dynamics and constant scrutiny of his choices. It's the space where he can talk about the sacrifices he's had to make to protect his mental health, relationships, and identity beyond just being the son of Deion Sanders. Privacy in this context isn't just about keeping things out of the media; it's about defining who he is on his own terms.

This flow allows Shedeur to talk about his external circumstances, his internal journey and the development of his character. It's a way to make the story feel personal and relatable while still owning the challenges and advantages that come with his position.



## Take'n the horn out my mouth

Shedeur Sanders has the rare opportunity to build a legacy beyond football, leveraging his personal brand to create long-lasting influence, diversified revenue streams, and a strong business empire.

Using Founder-First Brand Architecture™ and the Brand Habits of **Presence**, **Productization**, **Acquisition**, and **Licensing**, Shedeur can craft a multi-dimensional brand that spans across various industries and remains relevant long after his playing days are over.

How the Brand Habits come together:

- **Presence Habit:** Shedeur owns the privilege of being Deion Sanders' son, not as a crutch, but as an asset. By controlling the narrative around his privilege and father's influence, Shedeur can elevate his leadership, self-respect, and resilience into a genYOUine™ brand story that resonates with fans, aspiring athletes, and entrepreneurs alike. His presence becomes his power, shifting focus from nepotism to the incredible work ethic and guidance that comes from having a supportive, present father.
- **Productization Habit:** From masterclasses on mental resilience to signature gear and motivational content, Shedeur can turn his story, lifestyle, and mindset into tangible products. By building a diverse product offering, from physical items like apparel to digital assets like online courses—Shedeur establishes himself as a business leader, not just a football player.



## Really take'n the horn out



How the Brand Habits continue together:

- **Acquisition Habit:** As Shedeur grows his personal brand, he can strategically acquire businesses that align with his values and vision. By acquiring or partnering with brands in sports, wellness, and media, Shedeur will diversify his influence and create a strong, multi-faceted brand infrastructure. His business acquisitions will expand his presence, open new revenue channels, and amplify his legacy beyond sports.
- **Licensing Habit:** Licensing Shedeur's name, image, and signature elements provides a passive income stream that ensures his brand continues to grow and thrive. Whether it's licensing his motivational content or partnering with major sports and lifestyle brands, Shedeur can extend his brand's reach into new markets and industries, ensuring his influence continues long after he steps off the field.

By embracing these Brand Habits, Shedeur Sanders doesn't just position himself as a future football legend, he builds an empire that transcends sports. His brand becomes an integrated force across multiple sectors, creating lasting value for fans, consumers, and business partners alike.

Ultimately, Shedeur's path to brand domination isn't just about football; it's about leadership, vision, and creating a lasting legacy that defines his success on the field, but his influence in the world of business, culture, and beyond.



### **Non-Fiction Books**

The Brand Habit Playbook  
I'm Not Here To Fix My Face  
Branding, Boundaries & Bullshit  
Balance Is Bullshit  
Brandma's Marketing Planner For Shiny Object Chasers

### **Fiction Books**

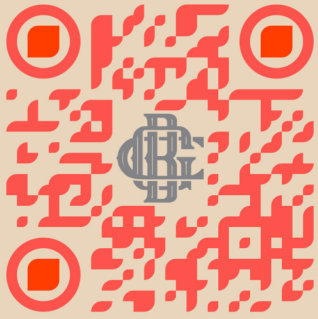
Far From The Tree (Poetry)  
Morgan Mischief (Children's Suspense)

### **Memoir**

That Damn Girl Stuff

### **Private Collection at Brandma's House**

10 Distortions Behind The Brand  
Five Levels Beneath The Brand  
16 Desires Driving The Brand  
Power To Choose  
Leading With valYOU™



## What's Inside The Brand Habit Playbook?

The Brand Habit Playbook isn't just theory, it's a hands-on lived experience of Brandma when she was known as Mrs. Mista. It's a guide to implementing habits that will transform a brand. You'll find lessons designed to help you:

- **Master the Duality of Branding:** Understand how to align personal and business brands, and how to create synergy between them.
- **Mindset Shifts for Independence & Interdependence:** Learn how to navigate the fine line between building your personal identity and maintaining a scalable business.
- **Exit Without Erosion:** Discover how to plan for an exit strategy that doesn't dilute or destroy your brand's value.

## Why You Need The Brand Habit Playbook

If you're tired of chasing the latest branding trends or struggling to find a sustainable brand identity, *The Brand Habit Playbook* is your solution.

- **Actionable Habits:** No bullshit, just real strategies and actions you can implement immediately.
- **Brand with Purpose:** Learn how to build a brand that's true to you, that reflects your values, and that's built for long-term success.
- **Designed for Founders:** This playbook speaks directly to entrepreneurs, creatives, and consultants who want to build brands that leave a legacy, not just a product.

## Who Is This Playbook For?

- Entrepreneurs ready to ditch generic branding and step into a brand that's a genYOUine reflection of who they are.
- Founders who want to build a business that can thrive without their constant presence.
- Brand leaders looking for a strategic approach to grow, scale, and leave a lasting impression.

# Something about Brandma



**Phyllis Williams-Strawder**, known as the **Ghetto Country Brandmother™**, is the Strategic Matriarch behind **Brandma's House**, where she redefines what it means to build a branded house. And she is not your typical consultant.

Brandma is a **N.A.G.** when it comes to **Founder-First Brand Architecture™**. She *Nurtures, Advises, and Guides* entrepreneurs as they renovate the stale, remodel the outdated, and revamp the stagnant.

Brandma's approach is rooted in real people, not performative personas. She is all about brand architecture being up to C.O.D.E. So all renovations and remodels start with *contemplation, objectives, dedication, and ethics*.

Brandma believes a Brandbaby can become a Brand Leader if you use a genYOUine™ blueprint. It's a matter of respectful rebellion, attracting the right folx and staying aligned with the evolution of your life, brand, and business..

# Why you need a Brandma



***Brandma brings a younique, candid, and transparent perspective to brand building.***

Brandma is challenging traditional methods, throwing out what doesn't work, and renovating the outdated systems that many are stuck in. She's the one you need when you're ready to remodel your business and turn it into something genYOUine™, strategic, and lasting.

With her experience across entrepreneurship, branding, and life coaching, Brandma knows what it takes to build a brand you can live with. It's not just a reflection of a business, but an extension of the Founder's ever evolving true-self.

Brandma's Founder-First Brand Architecture™ focuses on building a brand around you, your vision, and your values so that everything you do, from your messaging to your marketing, is strategically aligned with your life, brand, and business..



# PHOTO CREDITS

**COVER: AP PHOTO/PHELAN M. EBENHACK, FILE**

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