



TRUE STORY

Authentic Brand Development

You are the author of your story. Are ready to create a brand and a workplace culture that is a true representation of your mission?

Through a step-by-step process, we work with you to connect not only to the inner voice that's tending to your dream, but with the universal forces that are available to you through your thoughts.

This is designed to be a joyful journey of balancing your head and your heart. Within you lies the story for a brand that resonates deeply with its audience, and working together, we are going to assemble the necessary components and write that story.



DEVELOPING YOUR AUTHENTIC BRAND

STEP 1: Free Brand Consultation

This is a no-obligation, 40-minute, scheduled conversation in which you will share your vision with me.

- What do success and job-satisfaction look like to you?
- What does it mean to create a brand that is an accurate reflection of your values?
- Who are you serving and why?
- What is working well?
- What are your pain points?
- Let's talk about the story you're telling and bring light to your vision.
- Let's also suss out, are we a good fit?



STEP 2: Uncover Your Why

Brand Creation & Discovery Process

- **True Story Branding Questionnaire**

Designed to tune into your heart intelligence, this exercise requires bona fide honesty. This is about getting to the heart of what matters most to you and why. Identify blocks--mindsets, beliefs, thought patterns--that hold success at bay.

- Take a Stand. Declare your brand's truth.

Define Who & What

- **Clarify Your Brand Components**

The idea must proceed the reality. We chart the path of your story by further articulating your purpose. This clarity ensures a meaningful, enduring brand framework outlined by the following brand drivers:

- Value, Promise, Relevance,
- Audience
- Brand Pillars
- Key Benefits
- Emotional Connections

Step 1 and **Step 2** require your commitment of time and focus over a two or three-week period as we take a heart-centered approach to articulating the soul of your brand. You will be asked to complete a writing exercise for each step. Both will be followed up by phone or Skype interviews and dialogues. This leads to the creation of your brand's true story.



STEP 2: Deliverables

Your Brand's True Story Handbook: This, in essence, will be your owner's manual--not to be put in a drawer and forgotten, however. Rather, at arm's reach, a click away for you and anyone who touches your brand. This is your true north offering inspiration for your journey. This brand clarity refuels your passion and is the engine that keeps your mission on track.

Your Brand Story includes:

❖ **Messaging Framework**

The foundation to ensure that your messaging is consistent and true to your brand. Your Messaging Framework includes most or all of these:

- Your Brand Promise: A short statement worded for your customers that conveys what you do
- Brand Positioning: What distinctive place you occupy in the market and value you offer the target customers
- Brand Value Proposition: A clear statement explaining how your relevance, value and unique differentiation.
- Target Audience(s): Your ideal buyers or users
- Your Mission: What is your ultimate goal?
- Tone of Voice: Style, attitude, what makes you human
- Elevator Pitch: A 30-second description of your value proposition. Our goal here is to define your stand so precisely, it will be clear to a six-year-old
- Brand Pillars: Your most important selling points
- Headline Benefits: Key benefit statements that support each of your brand pillars
- Supporting Attributes: Functional and emotional attributes that support the Headline Benefits

Your Brand Story

- **Fee:** \$1,800
- **Timeframe:** 3-4 weeks



STEP 3: Visual Branding Graphics Package

Your external image will be informed by the internal journey. Whether developing from the start or recalibrating, our brand identity package ensures that your visual identity and brand collateral are a true representation of your unique story.

DELIVERABLES:

- ❖ **Logo Design:** select from 2 original logo design concepts to choose 1 final logo design.
 - Variations - b/w, vertical, horizontal, secondary marks for social media
- ❖ **Brand Style Board**
 - Curated Mood & Color Palette - corresponding textures, patterns, style elements
 - Typography - display, body, presentation, icons
 - Photography - tone, style, perspective, direction
- ❖ **3 Brand Identity Essentials** - Signage, Business Cards, Communication Templates or the top three pieces that are essential to your branding

FINAL FILES DELIVERED: All logos + marks in color and black.

File formats:

- Web + Social Media (JPG, PNG)
- Print-ready (PDF, JPG)
- Vector / Source File (PDF, EPS)
- Brand Styling Board / PDF

Visual Branding Package

- **Fee:** \$3,500
- **Timeframe:** 3-4 weeks



STEP 4: Where, When & How Tactics & Strategy

Your brand strategy is guided by purpose. We're now ready to take a thoughtful approach to roll-out your message and visual identity. There are countless opportunities for identity and message integration. We will create a manageable plan, customized to your budget, strategically focused on building your audience.

Based on your needs, your custom brand strategy will include:

- Competitive Analysis
- Finding Your Audience
- Creating Your Buyer's Journey
- Website Development
- Marketing Strategies:
 - Inbound, Direct Outreach, Referral, Networking Speaking, Web Strategies, Social Media, Packaging, Content, Emails, Press, Advertising



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OUR PROMISE TO YOU

If you are open to a heartfelt approach to developing your brand, let's talk. If we decide to pursue a working relationship, here is our promise to you:

- Dedication to your truth
- An appreciation for your unique story
- Timeliness and adherence to agreed-upon deadlines
- Commitment to a joyful and rewarding collaboration
- Thoughtful strategies aimed at positive outcomes