





MODULE 1 | LESSON 1

# BRANDING BASICS



## 1.1 | BRANDING BASICS

### WHAT IS BRANDING?

Branding is the marketing practice of creating a \_\_\_\_\_, \_\_\_\_\_, or \_\_\_\_\_ that \_\_\_\_\_ & \_\_\_\_\_ you from your competition.

It is how you make others \_\_\_\_\_.

It is how people \_\_\_\_\_ you.

It is what people \_\_\_\_\_ about you when you're not in the room.

### BRANDING IS PERCEPTION

Branding is \_\_\_\_\_ just a snazzy logo & some cool fonts.

When it comes to attracting others, the goal is to make them feel \_\_\_\_\_ around you, & make sure they are \_\_\_\_\_ you in the right way.

If people feel comfortable around you, they're more likely to stick around \_\_\_\_\_ longer & do \_\_\_\_\_ with you!

### BRANDING GIVES EXPECTATIONS

Branding \_\_\_\_\_ customers what they can \_\_\_\_\_ from working with you.

It also \_\_\_\_\_ you from your competition, because it makes you **UNIQUE & AUTHENTIC**.

Remember: Being a copycat won't get you very far..

*A brand that tries to attract everyone,  
ends up attracting no one.*



# 1.1 | BRANDING BASICS

## BRANDING SAYS WE ARE HERE

Branding puts you out there as a \_\_\_\_\_, letting people know you have a product or service they might be interested in.

Branding helps you be \_\_\_\_\_ in your marketing efforts in an easy way.

You'll have created a cohesive \_\_\_\_\_ for yourself, that's going to \_\_\_\_\_ the right clients to you.

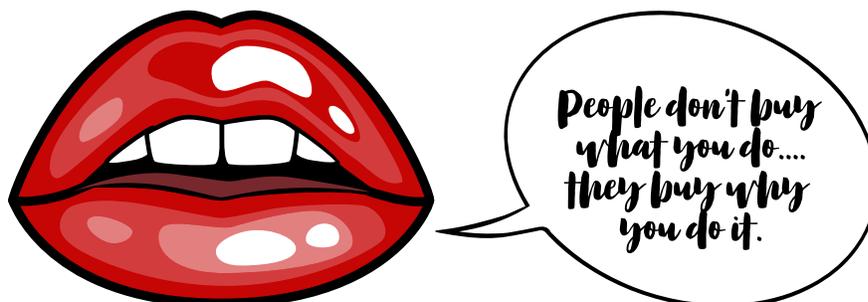
The more often your potential customers see your brand, the more they will begin to \_\_\_\_\_ it.

**Remember: Brand Recognition is EVERYTHING!**

## BRANDING IS YOUR PROMISE

Branding is your \_\_\_\_\_ to your customers, it is what you're going to \_\_\_\_\_ for them .

It is important to put in the effort in order to create a \_\_\_\_\_ & \_\_\_\_\_ brand for yourself!





MODULE 1 | LESSON 2

# GOALS & STORYTELLING



## 1.2 | GOALS & STORYTELLING

### Let's talk about NIKE

Nike didn't just hope for success, they very INTENTIONALLY made it happen. They didn't just hope someone would understand who they were & why they mattered; they went out & provided you with a product that would not only show why they mattered, but also showed why YOU matter. People buy from Nike because it represents a lifestyle & culture, while creating a true identity for people. Not only do they just do it (pun intended), but they do it while covering a massive market. It doesn't matter the price of the product people buy from them, what matters is when you wear Nike you feel like you can conquer the world!

## GOALSETTING

How did Nike do this? They set \_\_\_\_\_ goals.

Nike didn't just \_\_\_\_\_ you understood them & \_\_\_\_\_ they mattered, they \_\_\_\_\_ it for you.

Remember: Don't wait for people to stumble upon your brand & decide whether or not it's important, instead go out there, set goals, & MAKE IT HAPPEN.



# STORYTELLING

People want to know your \_\_\_\_\_ story.

People are \_\_\_\_\_ attracted to \_\_\_\_\_ or \_\_\_\_\_ , they're attracted to the \_\_\_\_\_ behind that brand.

Your story is how you will begin to truly \_\_\_\_\_ with people.

Remember: Relationships are like seat belts, when it doesn't \_\_\_\_\_ ,you don't feel \_\_\_\_\_.

People don't buy \_\_\_\_\_ you do, they buy \_\_\_\_\_ you do it.

# IT'S YOUR STORY, TELL IT WELL!





## BEGIN SETTING YOUR GOALS

For each of the categories listed below, write out a goal you would like to achieve having to do with that category. Put some thought into this, and push yourself to begin reaching these new goals.

**Personal development** \_\_\_\_\_  
\_\_\_\_\_

**Family** \_\_\_\_\_  
\_\_\_\_\_

**Work** \_\_\_\_\_  
\_\_\_\_\_

**Faith** \_\_\_\_\_  
\_\_\_\_\_

**Fitness/Health** \_\_\_\_\_  
\_\_\_\_\_

**Friends** \_\_\_\_\_  
\_\_\_\_\_

**Relationships / Significant Other** \_\_\_\_\_  
\_\_\_\_\_

**Self-Love/Care** \_\_\_\_\_  
\_\_\_\_\_

**Organization** \_\_\_\_\_  
\_\_\_\_\_

**Hobbies** \_\_\_\_\_  
\_\_\_\_\_





## HOW WILL YOU ACHIEVE THESE GOALS?

Now take each of the 10 goals you've written out, & rank them from 1 - 10 in order of importance. Once you've done this, set a few realistic benchmarks to help you reach each of your new goals.

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MODULE 1 | LESSON 3

# YOUR MISSION

### WHAT IS A MISSION STATEMENT?

A mission statement is your \_\_\_\_\_ / \_\_\_\_\_ as a business, organization, or individual.

It is \_\_\_\_\_ your goals.

### MISSION STATEMENT FORMULA

(WHO) + (WHAT) + (BENEFIT) + (HOW)

#### (WHO)

Who are you trying to help?

What is your target audience?

Are they entrepreneurs, mompreneurs, busy moms, home buyers, fashionistas, makeup lovers, transformation seekers, girl bosses, those seeing a healthy lifestyle, etc.?

If you can - be more specific than “Men” or “Women”

#### (WHAT)

What solution do you provide them with?

Are you helping, creating, facilitating, etc.?

Think about what you would tell someone you just met if they asked “What do you do?”



# MODULE 1 | LESSON 3

## BRANDING LIKE A BOSS ACADEMY

### (BENEFIT)

What are they receiving from this service?

How do your clients feel?

What does your product / service create for your clients?

Most likely followed by the (WHAT) verb ; i.e. build CONFIDENCE, create OPPORTUNITIES, think HEALTHIER, etc.

### (HOW)

What tools / resources do you use to provide this benefit?

### GB GRAPHIX MISSION STATEMENT FORMULA

(Empowering entrepreneurs) + (To build a brand) + (That exudes confidence / professionalism) + (Through the use of storytelling & graphic design)



# WHO AM I



1. WHO DO YOU THINK YOU ARE?

2. MOTTO OR FAVORITE QUOTE?

3. WHAT IS YOUR SUPERPOWER?

4. WHAT IS YOUR CORE DESIRE IN LIFE?

5. LIST 3 GOALS YOU WANT TO MAKE HAPPEN THIS YEAR

- 1.
- 2.
- 3.

6. LIST 3 GOALS YOU WANT TO MAKE HAPPEN BY SUMMER OF NEXT YEAR

- 1.
- 2.
- 3.

7. WHAT ARE YOUR WEAKNESSES?

8. WHAT IS YOUR FAVORITE THING ABOUT YOURSELF?

9. HOW DO YOU ATTRACT, HELP, AND INSPIRE OTHERS?



# MISSION STATEMENT

## (WHO):

Who are you trying to help? What is your target audience? Are they entrepreneurs, mompreneurs, busy moms, home buyers, fashionistas, makeup lovers, transformation seekers, girl bosses, those seeing a healthy lifestyle, etc.? If you can - be more specific than "Men" or "Women"

## (WHAT):

What solution do you provide them with? Are you helping, creating, facilitating, etc.? Think about what you would tell someone you just met if they asked "What do you do?"

## (BENEFIT):

What are they receiving from this service? How do your clients feel? What does your product / service create for your clients? Most likely followed by the (WHAT) verb ; i.e. build CONFIDENCE, create OPPORTUNITIES, think HEALTHIER, etc.

## (HOW):

What tools / resources do you use to provide this benefit? Is it through graphic design, workout videos, weekly workshops, etc.?

## YOUR MISSION STATEMENT:

( \_\_\_\_\_ ) + ( \_\_\_\_\_ ) +

( \_\_\_\_\_ ) + ( \_\_\_\_\_ )



MODULE 1 | LESSON 4

# TARGET AUDIENCE





## 1.4 | TARGET AUDIENCE

### WHAT IS YOUR TARGET AUDIENCE

Your target audience is the \_\_\_\_\_ you're looking to \_\_\_\_\_ to your brand; your "\_\_\_\_\_."

Your target audience is people who are just like you; it's easier to do business with people with whom you can truly connect.

It's people who you subconsciously form a layer of \_\_\_\_\_ with; your tribe.

### WHO IS MY TARGET AUDIENCE?

In order to define your \_\_\_\_\_, you first have to define \_\_\_\_\_.

Defining yourself:

What do you like to do? What are your interests or hobbies? What are your hurts, habits, hang-ups? What are all the things that have led you to where you are today?

### BUILDING YOUR AVATAR

Create an avatar/character for yourself; What would you wear? Where would you go? What would your day look like?

For instance: If your target audience went online shopping, would they login with facebook or email? If they were hungry, would they go get fast food, go to a sit-down restaurant, or cook at home? Have they struggled with cancer, depression, insecurities, etc.?

\_\_\_\_\_ has built more heroes than privilege ever will.



# 1.4 | TARGET AUDIENCE

## HOW DO I CONNECT WITH THEM?

Refer to your answers about your avatar:

For example: Soccer moms can connect with other soccer moms at soccer practice

These are opportunities to \_\_\_\_\_, but it is NOT the opportunity to \_\_\_\_\_ to them; KEEP IT REAL!

Ask “how are you?” - but be genuine.

You can also connect with them via social media.

The people you meet online won't be able to build as intimate of a relationship with you, however it is a way to reach large numbers of people.

One is not more important than the other; reach out BOTH on social media and in person.



# 1.4 | TARGET AUDIENCE

## WHO IS YOUR TARGET AUDIENCE?

Now that we've discussed the meaning of your target audience, answer the following questions about the audience you hope to attract:

ARE THEY MALE OR FEMALE? \_\_\_\_\_

WHAT IS THEIR AGE RANGE? \_\_\_\_\_

WHAT IS THEIR MARITAL STATUS? \_\_\_\_\_

DO THEY HAVE KIDS? \_\_\_\_\_

WHAT IS THEIR PROFESSION? \_\_\_\_\_

GENERAL HOUSEHOLD INCOME? \_\_\_\_\_

WHAT KIND OF CAR DO THEY DRIVE? \_\_\_\_\_

HOW OFTEN DO THEY VACATION? \_\_\_\_\_

WHAT DO THEY EAT? \_\_\_\_\_

WHAT ARE THEIR LIKES INTERESTS HOBBIES? \_\_\_\_\_

\_\_\_\_\_

WHERE DO THEY SHOP? \_\_\_\_\_

\_\_\_\_\_

WHAT SHOWS DO THEY WATCH? \_\_\_\_\_

\_\_\_\_\_



# 1.4 | TARGET AUDIENCE

WHAT MAGAZINES DO THEY READ? \_\_\_\_\_

\_\_\_\_\_

WHAT WEBSITES DO THEY VISIT? \_\_\_\_\_

\_\_\_\_\_

WHAT BELIEFS DO THEY LIVE BY? \_\_\_\_\_

\_\_\_\_\_

WHAT SOCIAL MEDIA PLATFORMS DO THEY USE? \_\_\_\_\_

\_\_\_\_\_

WHAT KINDS OF ACCOUNTS DO THEY FOLLOW ON SOCIAL MEDIA ? \_\_\_\_\_

\_\_\_\_\_

WHO DO YOU NOT WANT TO ATTRACT? \_\_\_\_\_

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MODULE 2 | LESSON 1

**SOCIAL MEDIA  
& MARKETING**



## 2.1 | SOCIAL MEDIA & MARKETING

### 7 What are topics that define YOU

Taking the last module's worksheets into consideration, pick 7 things that best describe YOU! Some examples of these things could be struggles you've gone through, that you're a dance mom, a mother, an entrepreneur, a pet owner, a cancer survivor, a super creative person, an outdoorsy person, etc.. Once you've got you're 7 things, write them down in the provided space on the next homework worksheet, and in the meantime, using some of the examples I previously stated, I will give you some insight on how to best use those 7 things in regards to social media posts.

### Assign each topic to a day of the week

Now that we have our 7 topics picked out, we're going to now assign each topic to a day of the week. Keep in mind, which day of the week you assign each topic to DOES matter, & for help with this, please refer to the social media resources we have provided for this module. For days of the week that are more popular on social media, you'll want to assign the topics that are most meaningful, relevant, & relatable. For example, if two of your topics are cancer survivor & pet owner, cancer survivor should most likely be assigned to a more popular social media day due to it's importance to who YOU really are. Once you've given thought as to which days will go with which topics, on the same homework sheet you're going to write each topic next to the day of the week you've chosen to assign it to. We recommend transferring this information into a google doc once you have it down perfectly so that you can refer to it whenever you'd like, but in the meantime the homework should provide you with space to brainstorm this a little bit.



## 2.1 | SOCIAL MEDIA & MARKETING

Now that you've attached each topic to a day of the week, it's time to expand on those a little bit. In the spaces labeled 1-10 on your homework, you're now going to attach 10 new things to each of your topics. The easiest way to do this, is to go to Pinterest & type in "Tips for (insert topic you assigned to Monday)". Once you've done this, find 10 tips from posts you find that you think would benefit your audience, & write them down in the 1-10 spaces. Repeat this for each topic/day of the week. Once you have 10 things listed under each day of the week, GUESS WHAT? That is 10 WEEKS of social media posts already laid out for you. How awesome is that?

### *Example:*

MONDAY - Entrepreneur

Tip 1) The use of podcasts or videos makes you seem more personable

Tip 2) Give people valuable free materials

Tip 3) Conducting customer surveys can be a valuable tool for you

Tip 4) Focus on solutions, not problems

Tip 5) Etc...



# 2.1 | SOCIAL MEDIA & MARKETING



## WHAT ARE 7 TOPICS THAT DEFINE YOU?

PICK 7 THINGS THAT BEST DEFINE YOU, & WRITE THEM DOWN IN THE SPACE BELOW.

1- \_\_\_\_\_

2- \_\_\_\_\_

3- \_\_\_\_\_

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6- \_\_\_\_\_

7- \_\_\_\_\_



## ASSIGN EACH TOPIC TO A DAY OF THE WEEK

From the 7 topics you've listed above, choose 1 for each of the 7 days of the week. REMEMBER: It is important to assign the most important topics to the most popular social media days, for help with this, please refer to the social media resources we have provided with this module.

MONDAY- \_\_\_\_\_

TUESDAY- \_\_\_\_\_

WEDNESDAY- \_\_\_\_\_

THURSDAY- \_\_\_\_\_

FRIDAY- \_\_\_\_\_

SATURDAY- \_\_\_\_\_

SUNDAY- \_\_\_\_\_

# 2.1 | SOCIAL MEDIA & MARKETING



## EXPAND ON THESE TOPICS

Now that you've assigned a topic to each day of the week, expand on these by adding 10 tips under each of them. The easiest way to find these tips is to go to Pinterest & type in "Tips for (insert topic for Monday)" & repeat for each day of the week.

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# 2.1 | SOCIAL MEDIA & MARKETING



## EXPAND ON THESE TOPICS

Now that you've assigned a topic to each day of the week, expand on these by adding 10 tips under each of them. The easiest way to find these tips is to go to Pinterest & type in "Tips for (insert topic for Monday)" & repeat for each day of the week.

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| 5- _____ | 10- _____ |

### THURSDAY-

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| 3- _____ | 8- _____  |
| 4- _____ | 9- _____  |
| 5- _____ | 10- _____ |

# 2.1 | SOCIAL MEDIA & MARKETING



## EXPAND ON THESE TOPICS

Now that you've assigned a topic to each day of the week, expand on these by adding 10 tips under each of them. The easiest way to find these tips is to go to pinterrest & type in "Tips for (insert topic for Monday)" & repeat for each day of the week.

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# 2.1 | SOCIAL MEDIA & MARKETING



## EXPAND ON THESE TOPICS

Now that you've assigned a topic to each day of the week, expand on these by adding 10 tips under each of them. The easiest way to find these tips is to go to pinterest & type in "Tips for (insert topic for Monday)" & repeat for each day of the week.

### SUNDAY-

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MODULE 2 | LESSON 2

# PERSONAL SELLING



## 2.2 | PERSONAL SELLING

### PERSONAL SELLING

Personal selling is the \_\_\_\_\_ of your \_\_\_\_\_, because YOU are your business.

You must learn how to sell \_\_\_\_\_, because that is ultimately what people are going to be buying.

### 1. APPEALING TO THE HEART

The first strategy is \_\_\_\_\_ to your customer's heart.

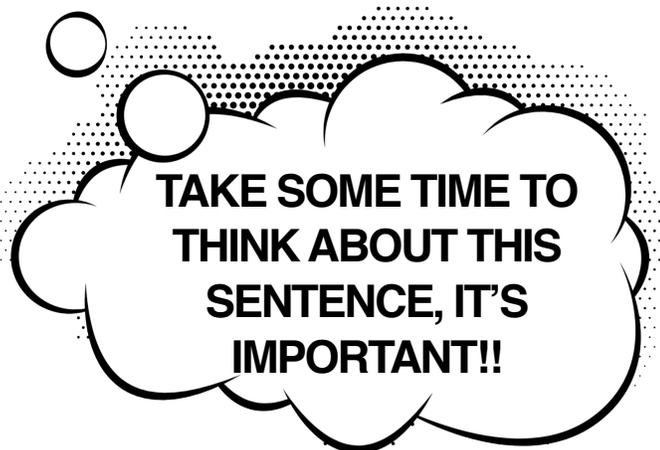
When someone makes a purchase, they do so with their \_\_\_\_\_, & then justify it with their \_\_\_\_\_.

\_\_\_\_\_ can sense when passion is \_\_\_\_\_, & \_\_\_\_\_ can sense when it's \_\_\_\_\_.

### 2. YOUR PASSION MOTTO

For this portion, please refer to the graph we have provided you with for this lesson.

"I'm on a \_\_\_\_\_, to fulfill my \_\_\_\_\_, with \_\_\_\_\_, to celebrate my \_\_\_\_\_."



### 3. CONFLICT MANAGEMENT

Unfortunately, conflict is \_\_\_\_\_.

Think about why you began working together in the first place.

Stress \_\_\_\_\_, build on \_\_\_\_\_, but don't \_\_\_\_\_ the wheel.

If it ain't \_\_\_\_\_, don't \_\_\_\_\_ it.

If you're doing something that's working, don't try to change it just because something new comes along.

### 4. AFFIRM YOUR CUSTOMERS DESTINY

Affirm your customers destiny to remind them of their \_\_\_\_\_, so that you can come along side them, & help them the \_\_\_\_\_.

### 5. TAKE THE LOW ROAD

Reveal your position of \_\_\_\_\_ through your \_\_\_\_\_.

\_\_\_\_\_ is always appreciated.

### 6. LEARN TO LISTEN

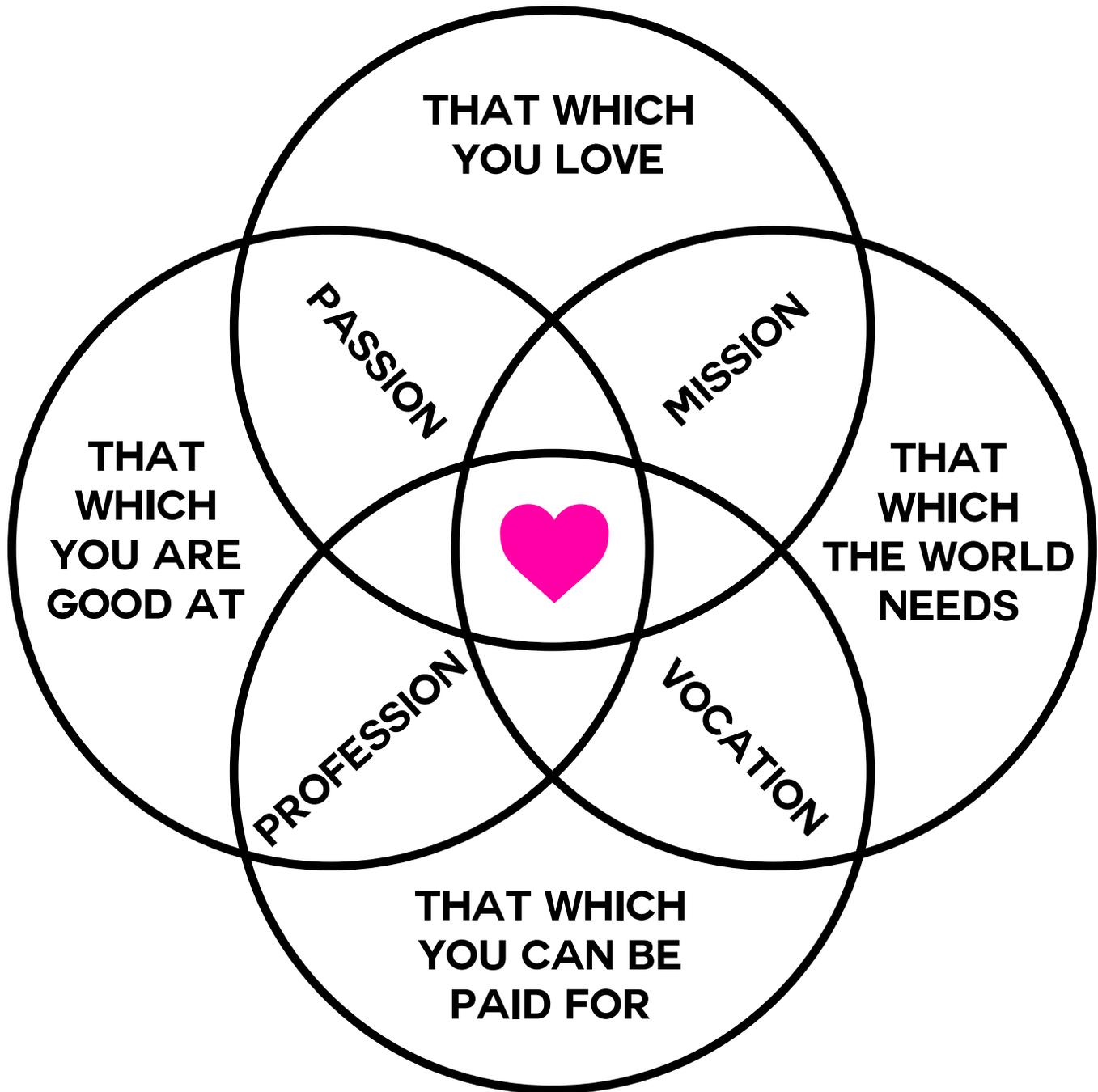
\_\_\_\_\_ to what your customers are \_\_\_\_\_, because the customer is \_\_\_\_\_.

Their \_\_\_\_\_ of things is your \_\_\_\_\_.



# PASSION MOTTO

💡 IM ON A MISSION TO FULFILL MY VOCATION WITH PASSION SO I CAN CELEBRATE MY PROFESSION 💡



 = PURPOSE

MODULE 2 | LESSON 3

# THE APPROACH



## 2.3 | THE APPROACH

### THE CIRCUS

Think about how circus' advertise what they have to offer. They put up posters, & pass out flyers & tickets that say things like "MUST SEE! BEARDED LADY! JUGGLING ELEPHANT!"

This is important because it subconsciously puts an image in your mind of what you would get if you were to go to that circus.

The stars align for your brand when your \_\_\_\_\_ subconsciously create an image in your consumers minds

### IMAGE VS IMAGERY

So what is a brand's image...and what is a brand's imagery?

Your brand's image is a direct \_\_\_\_\_ of your brand's \_\_\_\_\_.

If you've done a good job consistently communicating your brand's \_\_\_\_\_ through your customer's \_\_\_\_\_, then your brand's image is going to grow organically!



### THE EMOTIONAL CONNECTION

Emotions lead to strong \_\_\_\_\_, & a deep, personal \_\_\_\_\_ with a brand.

Emotional connections are far more \_\_\_\_\_ than they are \_\_\_\_\_, i.e. how something subconsciously makes a person feel.

brands that develop distinct personas in peoples minds develop an image that people want to buy in to.

People buy products because it makes them feel smart, feel confident, or just feel good.

Make it clear that you understand what it is that your consumers need.



## 2.3 | THE APPROACH

### 1. BE REAL

Use words that \_\_\_\_\_ with your target audience - beyond \_\_\_\_\_, \_\_\_\_\_, & \_\_\_\_\_ of your products &/or services.

### 2. MAKE IT INVITING

Create a \_\_\_\_\_, don't just use industry jargon or product lingo.

It's about how you make people feel.

When people feel comfortable, they'll want to stick around a little longer!

### 3. BE TRUSTWORTHY

With deep market saturation, & growing consumer apathy, it's important that you connect with your consumers \_\_\_\_\_ & \_\_\_\_\_.

Try to build these relationships on an \_\_\_\_\_ level!

### 4. FOCUS ON THE MISSION

Stay true to your mission, & be \_\_\_\_\_ about what your brand truly represents.



# IMAGE VS IMAGERY

## IMAGE

Your brand's image is the way that people perceive your brand after the experiences they have with it; it's how your brand ultimately makes people feel. For example, if the experiences the customers have do not meet up with the imagery you put out there through your marketing tactics, that isn't good for your brand's image.

## IMAGERY

Imagery is the image your brand puts into people's minds, through consistent marketing efforts, to try and give your consumers an idea of what they will be getting if they choose to do business with you. The goal should be for the imagery you put out there to match the real life experiences people will have with your brand, in order to build up a good image for your brand.



MODULE 2 | LESSON 4

# ATTRACTION MARKETING



## 2.4 | ATTRACTION MARKETING

### ATTRACTION MARKETING

With all of the competition online these days, it's SO important that you have a strategy in place to make your dreams a reality, & you can do so by gaining a loyal tribe of fans & followers.

Your fans and followers are your repeat purchasers.

Your fans and followers believe in you.

Your fans & followers are attracted to you because of the \_\_\_\_\_ you put out there with your brand.

### WHAT IS ATTRACTION MARKETING?

Attraction Marketing is the use of marketing techniques specifically designed to teach the customer what you are doing and how a service or product will benefit them well before they purchase it. Reverse Marketing is the same concept of Attraction Marketing.

It works by providing valuable content for future customers to figure out how your product is going to benefit them before they buy it so that they are qualified customers before they step in the door.



## 2.4 | ATTRACTION MARKETING

Attraction Marketing is about ATTRACTING people to you simply by being you! There are always going to be others out there who you vibe well with....but its your job to put yourself out there in the right way so they can find you and follow you.

1. Be \_\_\_\_\_ when crafting your message.

Be Genuine. Be 100% YOU! Share with us the greatness that you are!!

Understand CLEARLY what you know, & how you want to convey that to your audience.

Don't solely post about your products &/or services day in & day out.

2. Be a \_\_\_\_\_ of the product.

Be PROOF that the product actually works.

Don't sell something that you don't wholeheartedly believe in.

3. Build the \_\_\_\_\_.

Do this DAILY and be CONSISITENT

Send potential clients friend requests and also keep them in mind when you post,

Allow your audience time to get to know you and like you.





MODULE 3 | LESSON 1

# CREATIVITY



## 3.1 | CREATIVITY

### WHAT IS CREATIVITY?

Creativity is the ability to \_\_\_\_\_ & \_\_\_\_\_ in ways that are \_\_\_\_\_ & \_\_\_\_\_.

The 2 parts to creativity are \_\_\_\_\_ & \_\_\_\_\_.

\_\_\_\_\_ is creating something brand new.

\_\_\_\_\_ is creatively thinking about a product that already exists.

The 2 processes for creativity are \_\_\_\_\_ & \_\_\_\_\_.

If you don't act on your ideas, you're being \_\_\_\_\_, not \_\_\_\_\_.

Innovation is the \_\_\_\_\_ of a significantly different product.

The key metric in both creativity & innovation is \_\_\_\_\_.

### CAN CREATIVITY BE LEARNED?

"I'm not creative, how do I become creative?" - it CAN be learned!

As we grow up, we don't learn to be \_\_\_\_\_, but rather we learn to be \_\_\_\_\_.

Creativity is a \_\_\_\_\_ that can be \_\_\_\_\_, & a \_\_\_\_\_ that can be \_\_\_\_\_.

Creativity begins with a foundation of \_\_\_\_\_, learning a \_\_\_\_\_, & mastering a new way of \_\_\_\_\_.



## 5 WAYS TO LEARN TO BE CREATIVE:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## LOGICAL THINKING VS LATERAL THINKING

Logical thinking is \_\_\_\_\_ & \_\_\_\_\_

Lateral thinking seeks the \_\_\_\_\_ to \_\_\_\_\_ using \_\_\_\_\_, or \_\_\_\_\_ that would normally be \_\_\_\_\_ by logical thinking.

Lateral thinking is an \_\_\_\_\_ of the mind; using your \_\_\_\_\_ brain.



# LEARNING CREATIVITY

### EXPERIMENT:

Get out of your comfort zone! Try new outlets of creativity that you haven't tried before; try painting, try writing a song, make a scrapbook of your family, do crafts with your kids, etc. There are more ways to foster creativity than you think!

### EXPLORE:

Explore!! Try finding some things you like on pinterest relating to creativity, & see where the "related posts" section takes you. You never know, it may lead you to something you never knew existed & spark a new sense of creativity in your mind!

### QUESTION ASSUMPTIONS:

Why does everything HAVE to be done the way it has traditionally been done? Try thinking outside the box. Cook a different way than you traditionally have done it in the past, try pairing colors on a graphic that you normally wouldn't! Not everything will work out, but the process is key.

### USE YOUR IMAGINATION:

USE YOUR IMAGINATION! Using our imaginations seemed to be second nature to us when we were kids, so why do we stop doing it as much as we grow older? Tap into your inner child & see where your imagination leads you - it might just surprise you.

### SYNTHESIZING INFORMATION:

Sharlotte - I have no idea what this means lol



MODULE 3 | LESSON 2

# BRAND IDENTITY





## 3.2 | BRAND IDENTITY

### IDENTITY IN 3 PARTS

Your brand identity consists of \_\_\_\_\_, \_\_\_\_\_, & \_\_\_\_\_.

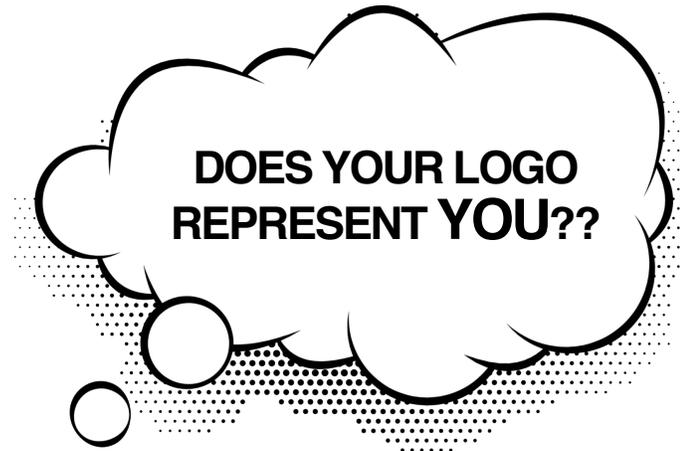
#### LOGO

\_\_\_\_\_ creates stronger \_\_\_\_\_ in one's mind.

More brand exposure = more retention.

Including too many elements in your logo \_\_\_\_\_ your customers.

Your logo should be \_\_\_\_\_, \_\_\_\_\_, & easily \_\_\_\_\_ & \_\_\_\_\_.



#### FONTS

Fonts you use should be \_\_\_\_\_.

#### SIGNATURE LOOK

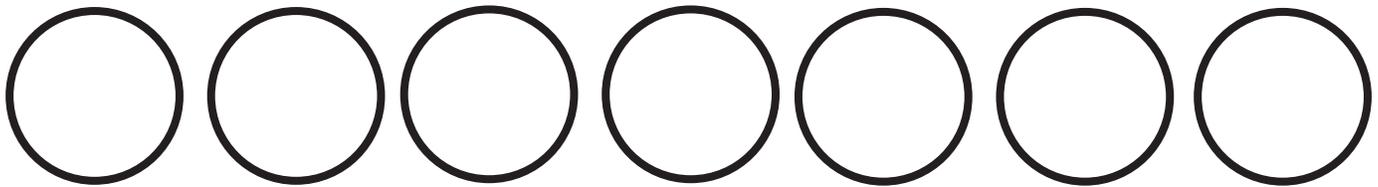
For tips on creating your signature look, we've provided you with a few video app tutorials!



### CREATE A COLOR PALETTE

Visit **COLOURS.CO** and create your very own custom color palette that you will use throughout your brand.

List the Hex Identifier (looks like this: #FF00A7) in the circles below



### DEFINE YOUR FONTS

Below are a few resources where you can download fonts for free!

[dafont.com](http://dafont.com)

[fontquirrel.com](http://fontquirrel.com)

[fontspace.com](http://fontspace.com)

[1001freefonts.com](http://1001freefonts.com)

[urbanfonts.com](http://urbanfonts.com)

[abstractfonts.com](http://abstractfonts.com)

Find 2-3 of your favorites and write them in the spaces below.  
Make sure that each of your fonts compliment the other fonts youve chosen.

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# COLOR GUIDE

## RED:

- + LOVE, PASSION, POWER, STRENGTH, BOLD, YOUTHFUL
- WARNING, DANGER

## GREEN:

- + FRESH, HEALTHY, HEALING, MONEY, NEW
- JEALOUSY, GUILT

## PINK:

- + HEALTHY, HAPPY, PLAYFUL, COMPASSION, SWEET
- WEAK, IMMATURE

## ORANGE:

- + COURAGE, CONFIDENCE, SUCCESS, FRIENDLINESS
- IGNORANCE, SLOW

## BLUE:

- + SPIRITUAL, HEALING, CALMING, SOPHISTICATED
- FEMININITY, ENVY

## GREY:

- + GLAMOROUS, CALM, SLEEK, HIGH-TECH
- INDECISIVE, DULL

## WHITE:

- + INNOCENCE, CLEAN, FRESH, EASY, PURE
- ISOLATION, EMPTY

## YELLOW:

- + BRIGHT, ENERGETIC, HAPPY, INTELLECT, WARM
- UNSTABLE

## PURPLE:

- + ROYALTY, LUXURY, AMBITION, WEALTH, NOBILITY
- MYSTERY, MOODY

## BLACK:

- + ELEGANCE, DRAMATIC, CLASSY, FORMALITY
- DARK, MYSTERY



MODULE 3 | LESSON 3

**BUILDING YOUR EMPIRE  
WITHOUT TURNING YOUR  
WORLD UPSIDE DOWN**



## 3.3 | BUILDING AN EMPIRE

### CLARITY IS KEY

Your life gets easier once your \_\_\_\_\_ & \_\_\_\_\_ improve.

Clarity comes when you answer the “\_\_\_\_\_” questions.

### MASTER YOUR MINDSET

If you have the \_\_\_\_\_ that you're \_\_\_\_\_, you're \_\_\_\_\_ going to get anywhere.

### GOALS ARE GOLD

Are your goals \_\_\_\_\_ goals?

Are they \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, & \_\_\_\_\_ - \_\_\_\_\_?

### SET YOUR SCHEDULE

In order to be a planned person, you should get some kind of planner, calendar, etc.

We suggest using both Google calendar & a hard copy planner.



## BREAK IT DOWN

98 out of 168 hours in a week consist of:

56 hours - \_\_\_\_\_

14 hours - \_\_\_\_\_

14 hours - \_\_\_\_\_

7 hours - \_\_\_\_\_

7 hours - \_\_\_\_\_

This leaves \_\_\_\_\_ hours for your business, or \_\_\_\_\_ hours if you work a full time job.

## WHAT ARE YOUR PRIORITIES?

Which of these things is more important to you? It is important to have your priorities straight.

\_\_\_\_\_ time allocations to the people who're going to be influenced by them the most.



# TIME PLANNER

Now that we've discussed the average time that non-business related activities takes up, start planning out the remaining hours in regards to business related activities! Remember: that is 70 hours remaining (or 30 if you already work a full time job on top of this business)

**ACTIVITY:** \_\_\_\_\_ / 70 HOURS





