



Brand Services

prep guide

WELCOME!

Looking for brand and/or website services?

First, I am so happy and honored that you're interested in working together!

Investing in brand and website support can be a true game-changer for your business and help propel you to your next level.

I've been working with brands since 2017 and early on, I learned that there are a few foundational business elements that need to be in place prior to us getting started.

These three elements allow me to do my best work so that together, we can create a brand that you're truly excited to show up for.

The goal of this document is to help you get clear on three key business areas - ideal client persona, sales strategy and client acquisition - so that when it comes time to collaborate on your brand and/or website, we can dig in and create something strategic and intentional.

Please work through each section and when you're ready to get started, **[schedule a call.](#)**

I can not wait to begin!

A handwritten signature in black ink that reads "Kelly". The signature is written in a cursive, flowing style with a long horizontal stroke at the end.

PART ONE

An understanding of the ideal audience for your brand.

You don't need to be 100% confident in your ideal client persona, but if your answer is "I work with everyone" then you're likely not ready for brand support.

When we work together, we'll dig in to your ideal client persona and refine who your brand is a great fit for. But even in doing that work, it's incredibly important that you come to the table with some idea of who you want to target.

In a perfect world, you've worked with a handful of your ideal clients so we have information to draw upon to further clarify your ideal client persona. and happier customers.

Said another way, ideal client clarity allows you to serve a specific type of person to the best of your ability.

CLARITY QUESTIONS

The more clear you are on who you want to work with, the more strategic and intentional your brand will be. Some of these answers may be educated guesswork, which is totally okay. The goal is to be confident in that right-fit persona but, as with all things in brand, you will likely learn as you go.

Summarize that perfect-for-you person; what season of life are they currently in? Think age, gender, career, education, family, etc.

Demographics are most important to establish a foundation for your ideal client. Most often, this is where businesses stop but instead, view this as just the beginning of your ideal client persona development journey.

What is the version of success that they're after, as it relates to your offering; what are they aspiring to?

What are they trying to achieve? Be as specific as possible and use their language.

What stories are playing in their head; what are their internal struggles?

These are thoughts, emotions, and feelings related to a problem or pain point.

What are they seeing around them; what are their external struggles?

These are problems that others can see and are outwardly facing.

Who is not a good fit for your brand and why?

It's just as important to define who isn't a good fit for your services.

PART TWO

An understanding of what you're selling.

Again, you don't have to be 100% here but you do need to be in the ballpark.

Part of creating an intentional brand means understanding the market that you're operating in. It's extremely challenging to fully understand your market if you aren't sure what you're selling.

CLARITY QUESTIONS

These questions are meant to help you get a better understanding of where your ideal client is starting from (Point A) and the journey that you take them on to get to the result (Point B).

How can clients work with you?

What are you selling and how are you serving your market?

What do you believe is most valuable about what you offer?

How do you explain the value that you bring to the table because of your services and offerings?

What are the top three outcomes that you provide?

This is, from your perspective, the most valuable elements that a client will walk away with after working with you.

What specifically is easier for your client because of your work?

Think about their 'day in the life' and try to be as specific as possible about how you make their life easier.

How do you get clients their results; is there a certain process that is unique to you and your brand?

Do you have a fun twist on the norm for your industry/space? Or do you approach your service differently?

PART THREE

An understanding of how a customer moves through your business.

In order to create a strategic brand and website, we need to know how a potential customer moves through your business. This means knowing where you're building awareness, how you're getting them to 'buy-into' your brand, what purchase(s) they can make and what you have to offer to retain them.

CLARITY QUESTIONS

These questions are meant to help you get a better understanding of all the different touch points that a potential (and eventual) client will have with your brand.

Phase one: Awareness

1. Where can your ideal client first learn about your business?
2. What marketing channels are you currently utilizing?

Phase two: Buy-in

1. Are you utilizing email marketing?
2. If yes, what are you offering as an incentive for someone to join your email list?

Phase three: Purchase

1. How does someone take the next step when they're interested in doing business with you? I.e., do they fill out a contact form, schedule a consultation call, fill out an application?
2. What's the process that someone goes through to become a paying client?

Phase four: Retention

1. What happens after a client completes their project?
2. How do you keep them engaged in your brand?

WORKING TOGETHER

What happens next?

Once you're feeling ready to move forward, you can fill out the application and book a call with me [by clicking here](#). Below you'll find a list of typical services and deliverables for each service I offer.

Pricing is based on what's included in the package but to give you an idea, my standard brand strategy package starts at \$4,000.

BRAND STRATEGY

- Core identity
- Positioning
- Differentiation
- Messaging
- Content marketing
- Ideal client persona clarity
- Personality development

BRAND DESIGN

- Primary logo
- Logo variations
- Color palette
- Typography
- Style guide
- Brand guidelines
- Collateral

WEBSITE DESIGN

- Website strategy
- Search engine optimization
- Mobile-friendly
- Image sourcing
- Website tutorials

BRAND MANAGEMENT

- Brand guidelines
- Brand audit
- Website audit
- Creative direction