

6 Step Signature Branding Framework

I've created a 6 step signature framework for branding that you can steal! This framework is meant to help walk my clients through the FULL branding experience from beginning to end; from ideation to successfully launching a strategically impactful brand. Check out the 6 steps below and start using this framework for success today!

- 1. Brand Discovery:** During this phase you will begin to explore the branding basics and foundational elements to have a successful brand. This includes: mission, values, brand voice, defining your ideal client, clarifying your 'why' and conducting a brand audit for those refreshing their brand.



- 2. Strategic Positioning:** This phase includes you getting clear on your messaging, creating brand pillars and creating valuable and high level offers to your potential clients. During this phase you'll learn more about mastering the skills of story telling to better communicate your brand's value to potential clients.

- 3. Becoming the Brand:** Focusing on how you will embody the brand. How you show up for your audience matters. Taking a look at mindsets that help you show up in a way that's empowering to you and your audience.

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4. Visual Planning: Before you even get behind a camera, make sure the visuals have been planned with intention. Know where and how you'll be using your visuals; whether they will be used for social, website, printed marketing material etc. Plan for strategic shots that will align with your brand's overall vision and create a mood board for inspiration. This step helps set the creative direction of your branding shoot.

5. Brand Photography: Book a branding session and work with me to ensure your visuals align with your brand's overall vision. There are several branding experiences offered by Ignited Soul Expressions. Keep the story you want to tell in mind during the photoshoot and aim to bring that story to life through your visuals to help your audience connect with the brand. After all a picture is worth 1,000 words, create the narrative!



6. Launch Strategy: Now that you have all the key elements for your brand you can create a full launch plan to share with your audience. Make sure to maximize the use of all social media platforms, email marketing, your website and any paid social or advertisement. Get creative in letting people know about your brand.

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