



Just *Start!*

BRAND BUILDER FREE GUIDE

Brand Scaling Guide

FOR BUSINESS OWNERS DONE WITH BEING OVERWHELMED, MAKING
EXCUSES & READY TO TAKE CONTROL OF THEIR BRAND'S GROWTH

Creatives' Collective COMPANY

Creatives' Collective



C O M P A N Y

Brand Builder Guide



Week One:

Define YOU Within Your Brand

DEFINE YOUR BRAND, AND WHO YOU ARE TO IT. WHAT DO YOU OFFER, AND HOW DO YOU HELP THEM?



Week Two:

Design Your Target Customer

DURING THIS WEEK, REALLY DELVE INTO WHO THE AUDIENCE YOU'RE SERVING IS: WHAT IS THEIR NEEDS, AND HOW YOUR SERVICE CAN POTENTIALLY HELP THEM.



Week Three:

Design Your Sales Funnel

HERE IS WHERE WE PUT FOCUS ON THE PRODUCT OR SERVICE YOU ARE SELLING. DURING THIS WEEK, OUR FOCUS IS TO: IDENTIFY YOUR PRODUCT, IDENTIFY YOUR TARGET CUSTOMER, DESIGN YOUR SALES FLOW THAT WILL CAPTURE THAT CUSTOMER.



Week Four:

Creating Your Customer Care Framework & Systems

DEFINE YOUR CUSTOMER'S EXPERIENCE WITHIN YOUR SERVICE OR PRODUCT. YOU SHOULD ALSO BE FOCUSING ON HOW AND WHAT PROGRAMS YOU CAN UTILIZE FOR YOUR CLIENTS OR POTENTIAL CLIENTS TO CONTACT, OBTAIN MORE INFO, ABOUT YOUR SERVICE, BOOK, AND ENRICH THEIR EXPERIENCE WITH YOU



Week Five:

Crafting Your Branding

THIS WEEK, WE'RE FOCUSING ON YOUR BRANDING NEEDS: DESIGN YOUR BRANDING KIT, CURATING YOUR BRAND'S DESIRED AESTHEIC, AND SECURING A BRAND SHOOT WITH A PHOTOGRAPHER.



Week Six:

Construct An Offer They Can't Refuse

IDENTIFY YOUR PRICING AND SPECIAL PROMOTIONS TO ATTRACT NEW CLIENTS, OR "PIONEER CLIENTS/CUSTOMERS"



Week Seven:

Social Media Marketing & Your Brand!

STRATEGIZE YOUR MESSAGING ON SOCIAL MEDIA: WHAT KIND POINT OF CONNECTION WITH YOUR AUDIENCE WILL BEST ENGAGE YOUR THEM.



Week Eight:

Planning Your Launch

THIS WEEK, YOU DETERMINE HOW OFTEN YOU'D LIKE TO POST, YOUR CAPTIONS, SOLIDIFY YOUR DAY TO CAPTURE CONTENT, AND WHAT DAY'S YOU'LL FEATURE THAT CONTENT.

You ready to delve deeper? →

LET'S GO TO THE NEXT STEP!

I HOPE THIS CHECKLIST GIVES YOU SOME DIRECTION, AND HAS GIVEN YOU THE INSPIRATION YOU NEEDED TO TAKE THE FIRST STEPS FOR YOUR BUSINESS! YOU **CAN** DO THIS- AND I WOULD LOVE TO GIVE YOU THE TOOLS YOU NEED TO MAKE IT HAPPEN! IF YOU ARE READY TO MAKE **RIGHT NOW** THE TIME TO EXPAND, OR EVEN START DESIGNING YOUR BUSINESS- CHECK OUT MY WORKSHOP THAT WALKS YOU THROUGH THE FOUNDATIONS OF BUILDING A BRAND. SEE YOU IN THERE!



THE FOUNDATIONS OF BUILDING YOUR BRAND
WORKSHOP & BRAND BUILDER WORKSHEET | \$11.99

BUY THE WORKSHOP!



Hey, Creative!

I'M CATHERINE- AND I AM **PASSIONATE** ABOUT TURNING YOUR DAYDREAMS & SIDE-HUSTLES INTO BRANDS THRIVING WITH PURPOSE. I 'VE SPECIALIZED HELPING BRANDS GROW AESTHETICALLY AND FUNCTIONALLY FOR OVER 5 YEARS, & I'D LOVE TO GUIDE YOU THROUGH YOUR JOURNEY! I'M ROOTING FOR YOU! **PS- CLICK THE BUTTON BELOW FOR ACCESS TO MORE WAYS WE CAN WORK TOGETHER!**

Catherine K.

GET CONNECTED!