

BRAND REALITY CHECK

The Truth about
What Branding
Really is

3 Types of Brands
Every Business Has

FIND OUT HOW ON
BRAND YOU ARE

5 Signs Your
Brand Looks
Unprofessional

C&M

BRAND REALITY CHECK

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Hello There,

I am SO excited you're here.

Let's be real - everyone says you need to build your brand, but your brand needs to be more than beautiful. It needs to boost your visibility and your bottom line.

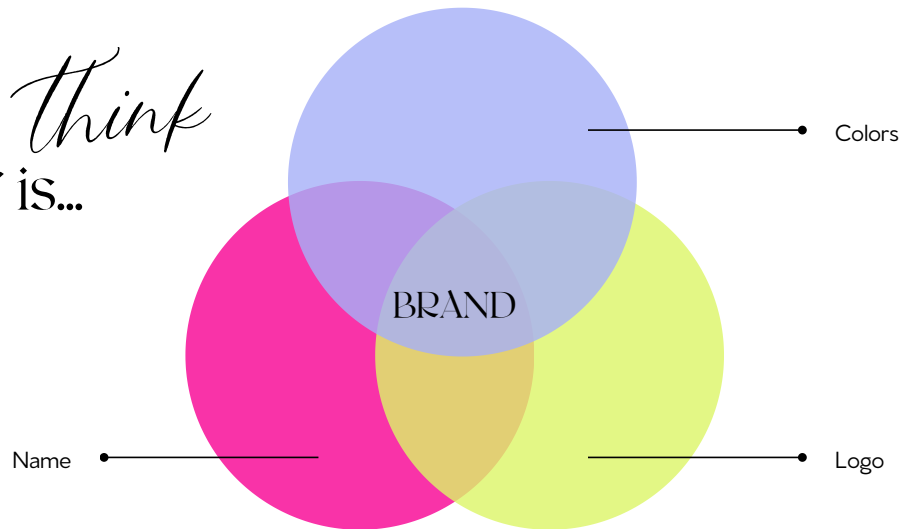
When it comes to branding, many small things can have a big impact on sales and customer experience.

The following guide is an overview where you'll discover exactly what your brand is and you'll start to evaluate how the brand you currently have supports your business goals or identify what might need to change.

XO,
Chelsey Marie

PS. Don't miss the video I recorded all about how branding impacts revenue.

What we *think* branding is...

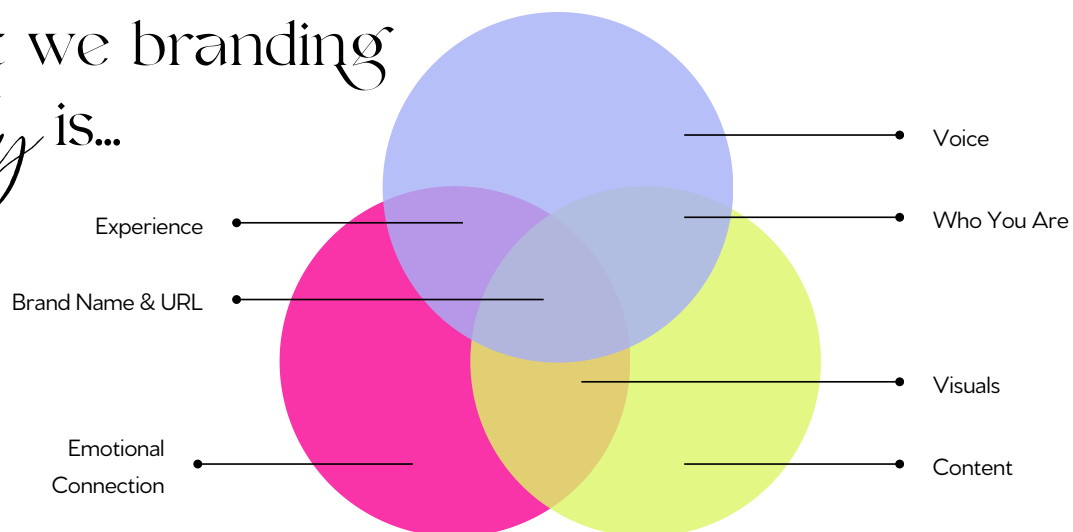


When someone says, “What Is Your Brand?” what often comes to mind is your visual elements. Branding is so much deeper than design; it's the essence of a business's identity and the foundation of its customer experience both online and off.

According to a harvard study people make their first impression of you in less than 7 seconds and online you only have 3 seconds before someone stops scrolling to read what you say or they click away. True branding has the ability to go beyond stopping the scroll and create an emotional connection with dream clients.

While logos, color schemes, and typography are vital components of creating a recognizable visual presence, true branding encompasses the entrepreneur’s vision and voice in a way that generates visibility. True branding is consistent, it communicates the story of the business and shapes perceptions that leave a meaningful impression beyond beauty but actually compells someone to purchase..

What we branding *Truly* is...



Every business has 3 types of brands.

COMPANY

Your Overall Business

Big businesses approach their branding from three key perspectives: the brand of the overall company, the CEO's personal brand, and each product or service offered.

PERSONAL

Yourself as the CEO

Approaching your business from this perspective allows for a multi-faceted strategy when it comes to your marketing.

PRODUCT

Each Individual Service, Product, or Program

A clear company brand builds loyalty and trust in dream clients.

If you're thinking like a big business then all the branding decisions you make will likely be from the company perspective. Often times when you lead with the company brand it's because there is no one face to the business or you simply want the lines between who you are personally and professionally to be extremely clear.

Your personal brand as the CEO establishes relatability.

When you infuse who you are into the foundation of how your business shows up and integrate your story and voice into the message of your business dream clients are able to more whole-heartedly connect with you. For some businesses - there will be no difference between your personal brand and your company brand. Example; Oprah

Having each product or service as it's own brand allows your dream clients to understand the differences between your offers.

FIND OUT HOW ON BRAND YOU ARE

Directions: check off every asset you have to represent your brand.

- | | |
|---|---|
| <input type="checkbox"/> Brand Name | <input type="checkbox"/> Email Signature |
| <input type="checkbox"/> Website UR | <input type="checkbox"/> Email Campaign Template |
| <input type="checkbox"/> Consistent Usernames across all social media | <input type="checkbox"/> Business Cards |
| <input type="checkbox"/> Personal Brand Logo | <input type="checkbox"/> Brand Story |
| <input type="checkbox"/> 3 - 5 Consistent Colors | <input type="checkbox"/> Branded Social Media Buttons |
| <input type="checkbox"/> 1 - 3 Consistent Font Choices | <input type="checkbox"/> Signs for Events |
| <input type="checkbox"/> List of Brand Vocabulary | <input type="checkbox"/> Project Proposals |
| <input type="checkbox"/> Brand Photoshoot | <input type="checkbox"/> Clear Style and Vibe |
| <input type="checkbox"/> MoodBoard | <input type="checkbox"/> Identify Target Market |
| <input type="checkbox"/> Branded Banners across all social platforms | <input type="checkbox"/> Identify Brand personality |
| <input type="checkbox"/> Consistent Profile Picture for Social Media | <input type="checkbox"/> Competitive Advantage |
| <input type="checkbox"/> A Tagline | |
| <input type="checkbox"/> Branded Social Media Graphic Templates | |
| <input type="checkbox"/> Logos for each Product, Program or service | |
| <input type="checkbox"/> Up to date website | |

Total How Many
Assets You Have

SCORE YOURSELF

FIND OUT HOW ON BRAND YOU ARE

0-6 BRAND ASSETS

It's All Still FRESH

Yay! You've started creating your brand, but you don't have many assets created yet. This is that you either know what you want, but you aren't sure HOW to do it, OR you simply haven't decided what you want, and you want to do it RIGHT.

If you want help making brand decisions based on your vision OR you want to learn how to actually create some of these check out Brave Your Own Brand.

6-12 BRAND ASSETS

You've Got the Basics

You have covered the basics, but you want to expand your brand and create more assets that truly reflect your vision. In this scenario, it's possible that you just don't feel clear about your brand or what that even is. You have some of the assets but perhaps they don't feel consistent.

Your next step is to make sure that across every platform your branding assets are implemented and consistent so your messaging and visuals are the same no matter where a dream client looks at what you are saying and selling. And of course create the assets you don't have yet.

13-17 BRAND ASSETS

Mostly On Brand

You are mostly on brand, which is great. You've likely been in business for a little bit and you are bringin on clients you love. Your next step is to exposure - you may feel like no body is really paying attention to your online brand and you want that to change. Your next step is to start standing out, to integrate more of your personality into your brand online (Brave Your Own Brand might just be the cure you've been looking for).

18-25 BRAND ASSETS

Thinking Like a Big Brand

You have it all under control, all the assets but you still don't feel like a brand. Since you downloaded this I'm assuming you arne't sure what might be missing because on the surface you have all the right assets but it's possible that you aren't attracting the right clients or visibility. Your next step is to find what is out of alignment between who you are and how you show up. (Yes, BYOB can help)

52% of consumers chose not to buy from a company simply because of their bad brand aesthetics. 🤖 Mindblowing, right?

Humans are visual and our first impressions are almost always based on what we see.

Your visuals introduce the vibe of your business, and dream clients innately perceive your level of Quality, Service, Price Point, Credibility, Values, and comparison to Competition based on what they see.

You KNOW it's true because you do it too - when you catch yourself doom scrolling mindlessly, it only takes 3 seconds for you to decide if you will STOP to learn more or keep scrolling.

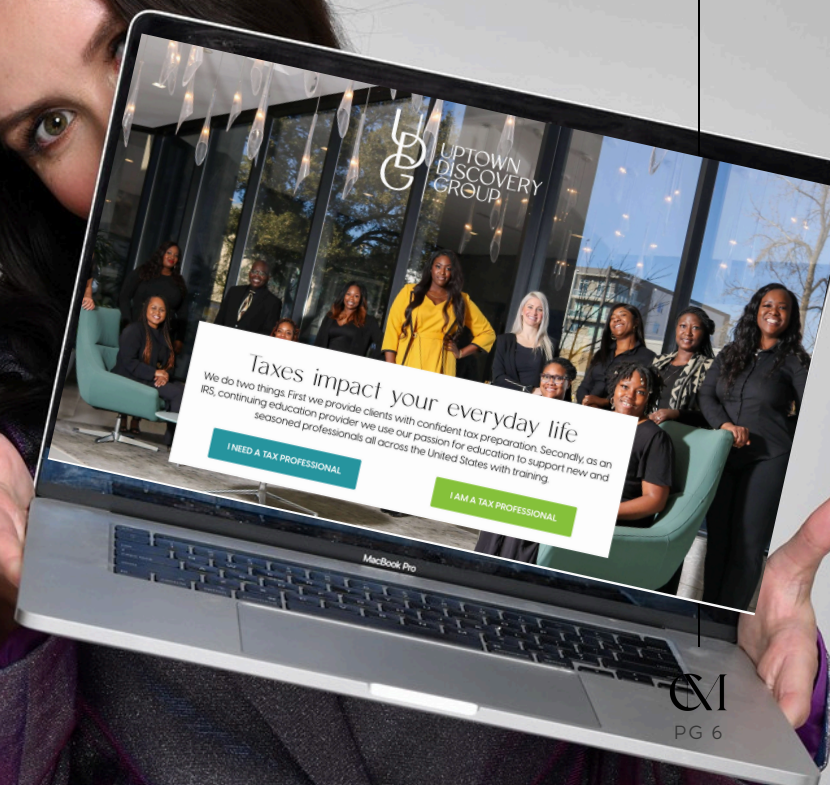
So the question becomes if your dream client "stops the scroll," how will they compare you to your competition based on your visuals, from the colors and fonts you use to your logo and photos?

Do you really want to leave that up to chance? I doubt it which is why these 5 signs should help you evaluate what might be missing from your brand.

FORBES

Bad brand aesthetics caused 52% of consumers not to buy from a company.

52%



5 SIGNS YOUR BRAND LOOKS UNPROFESSIONAL (or you need a rebrand).

INCONSISTENT VISUALS

THE ISSUE Your logo, color scheme, fonts, and imagery are all over the place. Your brand looks and feels different across various platforms and touchpoints. It might feel like you're throwing spaghetti at the wall and HOPING it will stick. One day it's minimalist chic; the next, it's a chaotic explosion of colors. This inconsistency can confuse customers and dilute your brand's impact.

THE FIX Decide on your colors, fonts, imagery and more from a place of marketing psychology - it's not ONLY about what you like it needs to be rooted in how you want your audience to feel.

TOO MUCH TEXT

THE ISSUE Repeat after me... you do not need to explain everything in the image. I see this WAY too often... where the client wants A LOT of content on the actual image. This overwhelms the dream client instantly.

THE FIX Keep the text on your images and website simple. People are 80% more likely to read your content if there are powerful visuals with it.



LACK OF PROFESSIONAL IMAGES

THE ISSUE

A picture literally says 1000 words and in a world where we need constant content I know it can feel daunting. Posting your selfie on your website does not make anyone see you as a pro. There is a time and place for realness - the goal is to balance the need for both.

THE FIX

Choose a photographer and get a **BRANDED** photoshoot. This will give you professional images you can mix into the more in the moment content.



RANDOM AF CONTENT

THE ISSUE

Why do people post pictures of random cats? No shade to the social media experts who have suggested this but posting things **JUST** to get engagement up - does ditty squat for your business's results and worse, it looks unprofessional.

THE FIX

Keep it **ON BRAND**. I'm talking aesthetics but also content. Post imagery that is consistent with the **VIBE** you want to create. Develop a strategy that **ALIGNS** with your brand.

LACK OF CLARITY IN MESSAGING

THE ISSUE

If your brand message is not crystal clear it could leave people feeling confused. This often happens when we do more than one thing and we aren't clear about how to tie all of the pieces together. This can harm your reputation and lead to lost business.

THE FIX

Redfine your brands identity and positioning. Understanding what makes you different and the exact audience you are trying to attract.

MAY CAUSE CONFIDENCE MAY CAUSE CASHFLOW MAY CAUSE COURAGE

No market is too saturated to stand out



"It's been years since Chelsey Marie designed my brand and changed the course of my life. She created my website, and helped me tell my story through a bold new identity with a robust online experience. She helped me grow 10X and my business is thriving like never before with opportunities in tv and political commentating, public speaking, and book sales. I highly recommend Chelsey Marie for her work, her vision, and her bravery to be bold!"

LAURIE A. WATKINS

MAY CAUSE CONFIDENCE MAY CAUSE CASHFLOW MAY CAUSE COURAGE

BRAND VISION

UNDERSTANDING HOW YOU WANT YOUR BUSINESS TO SHOW UP

Directions

Let's fully understand your vision. This worksheet is the exactly questions I take my clients through for ANY project. Take some time to go through this list - you may not have all the answers right now but you will uncover them throughout the course, your answers may change. Your goal right now is to explore and get inspired.

Taglines or Catch Phrases

3-5 Words that Describe Your Brand Personality

3 Brand Core Values

Why are you in business? What is your mission?

What is your brand strengths or super powers?

What is your brands weakness?

continued...

Understanding How You WANT Your Business To Show Up

Brand Reality Check

Who are your top 3 Competitors?

What is different about YOU?

What three words do you want people to use to describe your brand as?

What do you want to be known for? (Aka: What result do your clients get)

What do you believe about what you do?

What are your business goals in the next year to 5 years?

I have seen TOO many people start a rebrand or a new website BEFORE they actually needed one, and it ends up being a waste of money. If you are going to hire a designer to do your brand for you make sure you are clear.

If you are just getting started and you want a brand, get clear about your vision and the visuals you want.

Pre-Rebrand Checklist

- Understand your dream client. Who do you want to work with? Get as specific as possible.
- Define the purpose of your business
- Set Clear Growth Goals: Developing your brand strategy will be simpler if we understand the actual goals in your business.
- Evaluate your Current Brand - what do you like and not like about how you show up now.
- Clear Business Structure: What do you want to offer?
Programs, services, free gifts, of course, you can brainstorm titles, but the more clear you are on the structure of your business, the more someone will be able to help you market it.
- Gather all your login information for your digital business tools (website, hosting, email marketing, etc)
- Get a Brand Photoshoot
- Create a Digital Folder Containing Professional Photos & Other Brand Assets
- Gather Current Brand Guide Files & Logos
- Social Media Links

A woman with long dark hair, wearing a grey suit and a gold necklace, is holding a silver laptop. She is standing against a grey background.

DO IT YOURSELF COURSE

Brave Your Own Brand

**Design Your Brand to Strategically Stand Out
without Overwhelm or Overspending**

- ✓ Create a Visual Brand You Are Confident In
- ✓ Create a Custom Brand Strategy
- ✓ Launch Faster. No more waiting days for your designer to make an adjustment.
- ✓ Stop Dream Clients from Scrolling By

TAKE A LOOKSIE

A portrait of Chelsey Marie, a woman with long dark hair, smiling and wearing a grey blazer with purple cuffs and a gold necklace. The image is positioned on the left side of the page.

CHELSEY BIO

Chelsey Marie

Brand Designer & Digital Marketing Strategist

Chelsey Marie is a sought after brand designer and creative marketing strategist who believes no market is too saturated for you to stand out.

After starting her business at 19 she quickly became the go-to service provider for women entrepreneurs who want to create an online presence that reflects who they are and what they do in a way that converts.

Her client have accomplished incredible results from scaling to multiple 6 & even multiple seven figures to selling out their courses and increasing their exposure at the national level. You can too.

You don't have to have a fancy website or designer. You need to make a statement, and there's a psychology to how you show up.

Chelsey's mission is to help you bravely learn how to build your own brand without overwhelm or overspending.