1. The Power of Visual Language & Defining the Big Goal

45–60 minutes · Mitra Cline · ForEverBird Studio

Welcome to your branding journey. This workbook invites you to explore your artistic imagination and express your unique brand identity with heart. Building a brand is a creative, emotional experience: connecting your authentic vision with visual language can foster connection, trust and creative fulfillment.

Set aside one day each week to check in on your progress. Work through one section at a time, then bring your reflections to your 60-minute coaching session.

Give your imagination wings and a clear, heart-centered direction. Explore how visual storytelling brings your creative spirit to life, shapes your identity and builds lasting emotional connections.

Creative Asset Audit

Reflect on your creative presence across four dimensions. Rate each from 1 (Exploring) to 5 (Flourishing), and consider where you want to grow.

• Visual Assets & Images — ____ / 5

• Messaging & Voice — ____ / 5

• Product & Offer Clarity — ____ / 5

• Existing Work & Online Footprint — ____ / 5

Define Your Primary Goal

Choose one heart-inspired goal to guide your creative energy.

What is your core dream goal?

Why does this vision matter to your creative journey?

What metric or sign of progress will tell you it is working?

Establish Your Brand Identity

Branding creates a recognizable feeling and story around your work. Cultivate harmony across the ways people encounter it.

• Logo & Tagline: Create a distinctive visual symbol and memorable tagline.

• Color & Typography: Use consistent colors and fonts across print and digital channels.

• Connection & Reputation: Build meaningful relationships through authentic storytelling and positive experiences.

Milestone Check-In

☐ Complete your Creative Asset Audit across images, messaging, offers and existing work.

☐ Define one primary goal for the program.

2. Brand Positioning & Marketing Strategy

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With your identity taking shape, explore how your brand sits alongside others and which marketing approaches could support your goal.

Your Audience & Positioning

Who is your ideal customer? Consider their needs, values, lifestyle and motivations.

What sets your work apart? Why would someone choose your brand?

Complete your positioning statement: For [audience], who [need/desire], [brand] is the [category] that [benefit/difference] because [reason to believe].

Eight Brand Marketing Strategies

Consider each approach, then choose at least three to explore in relation to your goal.

- Unique Value Proposition: Make your distinct advantage clear in your headlines.
- Brand Story: Share your origin and mission to create emotional connection.
- Social Media: Build community where your audience already gathers.
- Influencer Collaboration: Explore partnerships with relevant voices in your field.
- Testimonials: Gather and share customer experiences and reviews.
- Events: Consider workshops or webinars that build awareness and trust.
- Content Marketing: Share educational or inspiring material that invites interest in your work.
- Promotional Campaigns: Consider thoughtful incentives that encourage first purchases.

Learn from Brand Campaigns

Look at familiar examples: Nike’s ‘Just Do It’ emphasizes action and empowerment; Apple’s ‘Think Different’ centers innovation; Coca-Cola uses recognizable signals and emotional connection across channels.

What can you learn from these examples without losing your own voice?

Milestone Check-In

☐ Define your audience profile and brand positioning statement.

☐ Explore and evaluate at least three marketing strategies.

3. Brand Management, Consistency & Reputation

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A lasting brand needs attention, feedback and a recognizable presence. Create practical systems that keep your visual language and customer experience connected.

Your Brand Consistency Guidelines

• Logo Usage: Define colors, clear space and dimensions.

• Color Palette: Record your web color codes and print specifications.

• Visual Layout: Establish consistent fonts, grids and design elements.

• Voice & Tone: Keep a recognizable personality across marketing, social posts and customer care.

Respond to Feedback with Care

• Positive Presence: Share useful, entertaining and inspiring content consistently.

• Response Protocol: Address negative feedback promptly, professionally and constructively.

• Customer Support: Treat problems as opportunities to build trust through care.

Ten-Point Brand Health Check

• Refine your purpose, values and mission.

• Maintain a recognizable visual identity.

• Keep your tone and voice consistent.

• Set clear metrics and objectives.

• Create content that resonates with your audience.

• Use digital marketing channels intentionally.

• Listen to customer feedback and act on it.

• Review and improve brand performance.

• Cultivate relationships with partners and collaborators.

• Prepare a contingency plan for unexpected challenges.

Milestone Check-In

☐ Create a practical style guide and consistency guidelines.

☐ Set up feedback monitoring and complete a performance review.

4. Your 1-on-1 Coaching Session

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Bring your workbook reflections to a warm, interactive strategy session. Together, we'll review your progress, clarify your creative voice and shape the next steps toward your brand goals.

Prepare for Your Conversation

What did you discover about your creative voice?

Where do you feel stuck or need support?

Which decisions would you like to explore together?

What are your next steps after the session?

Milestone Check-In

☐ Review your work across Sections 1–3.

☐ Clarify your goal and the practical next steps to pursue it.

Contact & Support

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