



#dreambrandchallenge

WITH

b is for bonnie design

Let's boldly pursue the practical steps you need to infuse more heart, purpose and authenticity into your brand.

I'm so thrilled you're here, lovely! Over the past five years as a brand designer and strategist, I've watched too many creative entrepreneurs struggle to see how they can set their brands apart in a saturated market. In an industry where social media reigns and we're constantly bombarded with pictures of success, it's almost impossible to not be distracted by what others are doing, how they're representing their brands and how they're achieving their definitions of success.

Instead of creating the brands we see on Pinterest or we *think* we're supposed to be creating, let's focus on tuning out those distractions and diving deep into what it means to create *your* dream brand! At the end of this free five-day challenge, you'll walk away with a deeper understanding of what lies at the heart of your brand, what makes your brand so unique, and how you can leverage that goodness to inspire more authentic connection with your ideal clients. Sounds pretty dreamy to me, boss lady!

The mini curriculum I'm about to guide you through is a page out of my very own signature brand development guide that I've led hundreds of my sweet branding clients through over the years! I've seen first-hand how these seemingly simple questions, when answered honestly, can transform a generic brand into one brimming with heart that connects you to your ideal client authentically.

So let's get to work, shall we?

xo,

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the curriculum

- Day One // Define*
- Day Two // Differentiate*
- Day Three // Develop*
- Day Four // Strategize*
- Day Five // Implement*

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Day One: Define

It can be all too easy to believe that the most purposeful and profitable brands are the ones with the fanciest visual branding, or the best marketing strategies or the largest Instagram followings. But that's not the case, sweet friend! As I've spend the past five years working with hundreds of tenacious creatives, I've learned that the most purposeful, profitable brands are the ones that operate from a strong sense of Why.

Rather than simply knowing What they do, they are able to understand (and articulate) Why they do that work in the first place. The result? That sense of Why gives them purpose, defines their trajectory, and enables them to connect with their ideal clients over shared values and beliefs. That's a game changer, friend!

So today, let's roll up our sleeves and get elbow deep in the Why behind your work.

Day One: Questions

1. What do you love most about your work? *(Whether it's your clients, your process, or the feeling of fulfillment you experience as you wrap up each project, explore what you love most about your work below!)*
2. Strong brands operate from a clearly defined place of Why. Rather than simply knowing What they do, they are able to understand Why they do that work in the first place! So, Why do you What you do?
3. At the end of your days, what do you want this business you're building to have stood for? *How is your work fitting into your big picture, where you see yourself when you're 80?*



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Day Two: Differentiate

After delving deep into your Why yesterday, let's take some time to focus on how the very heart of your brand translates into actionable values and goals.

We can all too easily overlook important details like our unique stories as business owners, or our personal values and beliefs, as we mistakenly think there's no place for them within our brands. If I'm being totally honest with you, boss lady, those unique values, one-of-a-kind perspectives and totally heartfelt stories are exactly what set you apart from others in your industry! In the branding industry, we like to call them your "differentiators".

Rather than ignoring them, silencing them or diminishing them, we want to embrace these beautiful attributes that make you, well, *you* and make your brand so unique. Today, we're specifically going to focus on the values and goals that set you apart from others through the exercises below.

Day Two: Questions

1. Taking a look at the Why behind your work, what do you believe your brand values?
2. Why does your brand stand for those specific values?
3. What does your brand seek to accomplish?
4. Why does your brand strive to reach those specific goals?

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Day Three: Develop

Up until this point, we've spent some powerful time deep in the trenches of our brand values, beliefs and goals. Now, it's time to look outward towards the clients this is all for. We work hard to create brands that represent who we are as creatives well, but also we do this to connect authentically with our ideal clients.

Today, let's peel back the surface-level layers of creating an ideal client profile and let's focus on identifying who they are, what they believe in, where they're struggling and how our brands can come alongside them. As business owners, we're better able to market our work and inspire connection with the right kinds of clients if we can aptly understand who they are and how our work fits into their lives.

So let's get to it!

Day Three: Questions

1. Who is your ideal client? *(Think of the kind of client who enables you to create your best work, gives you total creative freedom, or just gets what your brand stands for and resonates with it! Who do you want to be working with on a regular basis? Go deep with this profile. Give this person a name, an identity, and a way of life.)*
2. Where are they spending their time on or off-line? *(Where can you organically connect with them?)*
3. What are their pain points?
4. How can your work alleviate those pain points? *How does your work fit into their life?*

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Day Four: Strategize

This is where the rubber meets the road, y'all! Let's take a look at the work you've done these past few days, and compare it against your current brand. In this exercise, we're looking to see how your current brand, in both its visuals and its messaging, convey the heart, values and beliefs that you dug deep into this week. Our goal is for your brand to represent all of these wonderful things to your ideal client, so we're taking a quick look to see what needs to change, grow or continue moving forward in order to get there.

Day Four: Questions

1. Does your current brand accurately represent the Why, values and goals you shared earlier this week?
2. If not, how can you creatively incorporate those authentic concepts into your brand?
3. Does your current brand reach those ideal clients you long to serve?
4. If not, what needs to change in order to capture their attention?
5. What is your vision for your brand? What do you want it to look like, sound like, and feel like for your clients during every step of the way?

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Day Five: Implement

Over the past few sections, we've uncovered pure gold that lies at the heart of your brand! You have big dreams, wholehearted values, and unique attributes that make your work different from any out there. And more than that, by incorporating those heartfelt details into your brand, you can create work that is more fulfilling, more profitable, and more authentic. And I don't know about you, lovely, but that's pretty dreamy to me!

Do you want to know the best part? *You have everything you need to get started.*

Take a look at the work we've done so far, pay close attention to any areas for growth, and create a plan for how you're going to infuse more heart, more purpose and more intention into your brand's visuals, messaging and experience.

Give yourself the permission to chase after what it takes to create a brand, an identity and an experience that makes you proud, and connects you to your ideal client straight from the heart.

And you know what else, lovely? You don't have to walk this journey alone! Let's partner together to build on this foundation. Whether you're on the cusp of a re-brand, or you're striving to build your brand from the ground up, let's put our heads together to create an elevated visual identity and overarching strategy that enables you to connect authentically with your ideal client, consistently charge your worth, and experience a deeper sense of purpose and passion in your day-to-day! I'm currently accepting private branding clients for 2018, and would love to work with you.

[click here to get started!](#)

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