

The *Secret* To Building An **Unforgettable** Brand

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1.0

The Key To A Strong Brand

This section unleashes the secrets to the formulas for a core brand that will last you 5+ years down the line and to building a core fan base

The Core of a **Strong** Business That Will Last 5+ Years

These are the key elements in a business that will not only help you build your business but to last the test of time years to come. Without one your business will fail, especially without a brand identity. As it is the foundation of your brand.



Your customers are at the core of all of these things because your business won't stand without them. This means that all of these things in your business needs to be presented and strategized with the needs and wants of your customers in mind.

Formula to Achieving a **Core** Fan Base

All of these elements go hand in hand with each other way **more** than small business owners realize.

Your brand identity is a silent marketer and sells your brand for you. If strategic, it will help you to connect with your audience. It creates memorability and can make your customers feel special which is an amazing way to build your customer experience.



To effectively sell your brand, you need to connect with their desires, struggles, and emotions to effectively get the sale and build a fan base. **81% of consumers need to trust a brand to consider buying**, and one way to get them to trust you is to connect with you.

Your audience will connect with you faster if your sales and marketing speaks to them and your brand identity catches their attention and draws them in.

2.0

What Is A Brand Identity?

This section discusses what a brand identity is, how to build the key elements of a brand identity right now to start the process of building a fan base, and when to invest in a brand identity before consequences that could damage your brand.

A Brand Identity Is Not!

Logo + Colors ≠ Brand Identity

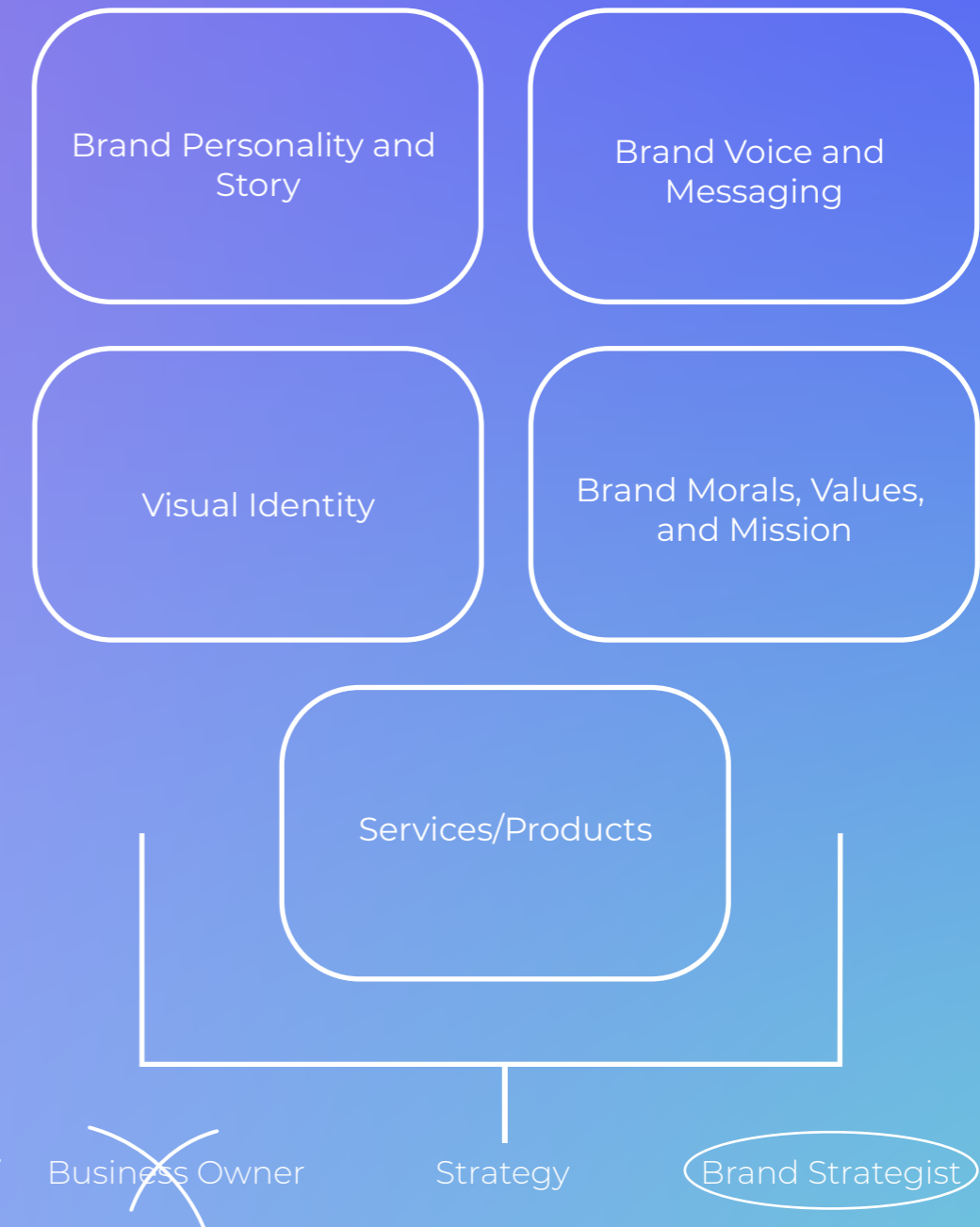
Too many business owners think this is what a brand identity is when it's not. A brand identity is strategic and not just something you put together

Your branding has to be based around what your customers want to see not what YOU want to see (so we're not using your favorite color or a font because you think it's cute)

Your customers are the ones buying from you, so what they think matters!

A brand identity is all of these things and they all require strategy. An experienced brand strategist can create a successful brand for a small business that will help it to flourish and elevate. A business owner can't do this for their business because it takes the expertise of customer research, competitor research and analysis, and pain point solutions. Skills a business owner doesn't have, nor the time nor the expertise to achieve.

What a Brand Identity Is:



Brand Personality And Story

Think of your brand as a person. All of us have a personality and story. That is how we connect with one another and form relationships. So what is the story and personality of your brand?

Brand Voice And Messaging

What message does your business want to convey to your audience and how do you want to say it?

Brand Morals, Values And Mission

What does your business believe in? What are the morals of your brand? What does it value? It is the mission of your brand to do or accomplish what?

Visual Identity

A visual identity is backed by strategic creative direction that includes your logo suite, brand colors, font system, packaging, branded patterns, icons, illustrations, elements, photo direction, and social media presence.

Services/Products

What does your business sell or what services are you offering?

Having all of these things, will help you to effectively market and sell your brand to build your dream fan base. If you are wondering why you don't know what to post or why you can't seem to connect with your audience, then a lack of these things may be the reason why!

Soul Belly Bakeshop

This is a brand that I worked with. Soul Belly Bakeshop is a bakeshop brand that specializes in delicious, made from scratch pastries with a nostalgic flare, highlighting the unique and colorful flavors the African diaspora has to offer, made with the highest quality of ingredients, and intention. The ingredients used come from natural fruits and spices that come from plants.

Brand Story

Kiara has always immersed herself into the culinary world as a child, taking great interest in baking and pastry while her grandmother taught her everything she knew and had a major role in nurturing and being a catalyst for her passions and business. It wasn't until college where she determined that baking was the only career path that would give purpose to her, while sharing her love for food with others. It wasn't until the pandemic where she left her Human Resources position and took an oath to baking forever. Soul Belly is aimed to bring comfort to your soul, while nourishing your belly with delicious pastries made with intentional ingredients, and care.

Brand Personality

The personality of the brand is predominantly feminine and soft with some powerful elements. It has a fun and luxurious personality that is nostalgic but presented in a modern way. It is also very intimate.

Visual Identity:



Brand Voice and Messaging

The message of the brand wants to convey comfort and to celebrate self care and treating yourself or others to something good because it's well deserved. She wants the message to influence luxury and enjoy the fruits of your labor. The tone of voice of the brand is Uplifting & Empowering, Friendly & informative, Indulgent & Intimate. As well as welcoming almost to give a motherly or grandmother feeling.

Brand Morals and Values

The brand morals are Honesty and Integrity. The values of the brand are Quality, Trust, Innovation, Passion, Community, and Self Love.

Brand Mission

To create quality baked goods that are made with soul and passion. Produce the delicious made from scratch pastries with high quality ingredients and intention.

Brand Products

Brand Products: The brand sells quality pastries that are made from scratch and natural ingredients and spices from the African Diaspora.

It's Time To Invest In A Brand Identity When...

Your branding looks incohesive and tacky.

You feel like your branding no longer reflects your morals and values.

You're ready to attract more high quality dream customers.

You're ready to increase sales.

You're ready to give your customers a luxury customer experience.

You're ready to scale your business to six figures or more!

You're ready to confidently raise your prices.

You're ready to elevate your brand and showcase it confidently.

It is definitely recommended to get a rebrand every 5-10 years to keep your brand fresh and help it scale with you.

I definitely don't recommend investing in a brand identity when you're first starting out because you may change your mind on your vision, or goals. However, if you would like a great head start and feel like you are confident in your vision then it is encouraged to invest!

3.0

Invest In Your Business!

You have reached the end of this packet and have learned a lot! Now it's time to take action and build a strong brand

Girl Stop Playing And Elevate Your Brand

It's time to stop making excuses and build your brand! Your brand needs more than just a logo to succeed. The longer you wait, the more money you are leaving on the table and the more customers you're potentially turning away.

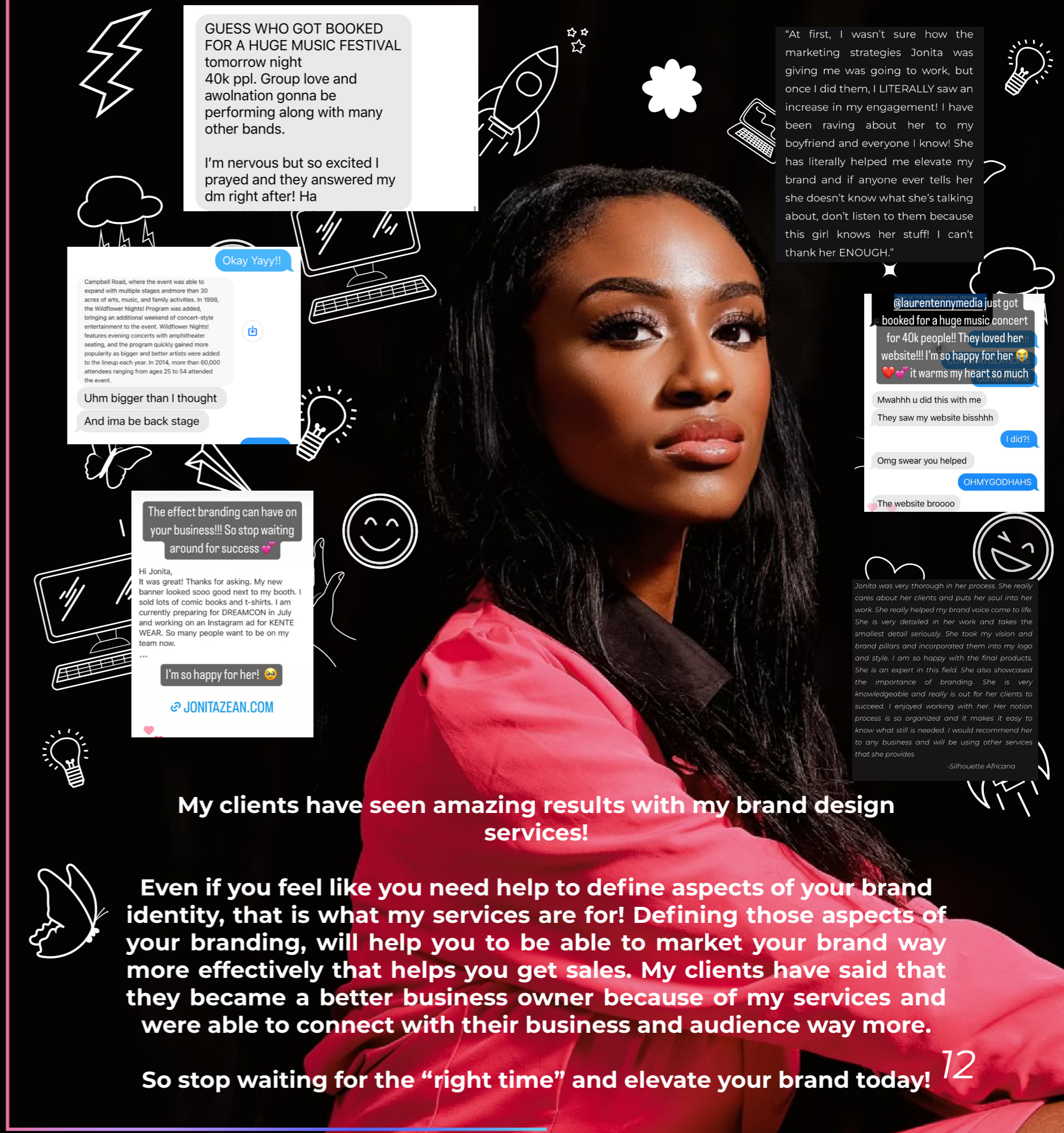
60% of consumers avoid companies with logos that have weird or unappealing designs, even if they have good reviews.

Studies have shown that investing in a brand identity can increase your revenue by at least 33 percent because it creates loyal customers who will buy more and return way often and attract new ones.

More than two-thirds (68 percent) of businesses say brand consistency has contributed to revenue growths.

All of these studies show how a brand identity can impact the success of your brand. Even if you are currently doing "good" in your business, lacking a brand identity will have serious consequences for you brand in the future, and the last thing you want to do is invest when your business quickly needs one. A brand identity can open doors for your business now and in the future.

3.1 Don't Wait For Success



GUESS WHO GOT BOOKED FOR A HUGE MUSIC FESTIVAL tomorrow night 40k ppl. Group love and awolnation gonna be performing along with many other bands.

I'm nervous but so excited I prayed and they answered my dm right after! Ha

“At first, I wasn't sure how the marketing strategies Jonita was giving me was going to work, but once I did them, I LITERALLY saw an increase in my engagement! I have been raving about her to my boyfriend and everyone I know! She has literally helped me elevate my brand and if anyone ever tells her she doesn't know what she's talking about, don't listen to them because this girl knows her stuff! I can't thank her ENOUGH.”

Okay Yayy!!

Campbell Road, where the event was able to expand with multiple stages and more than 30 acres of arts, music, and family activities. In 1998, the Wildflower Nights! Program was added, bringing an additional weekend of concert-style entertainment to the event. Wildflower Nights! features evening concerts with amphitheater seating, and the program quickly gained more popularity as bigger and better artists were added to the lineup each year. In 2014, more than 60,000 attendees ranging from ages 25 to 54 attended the event.

Uhm bigger than I thought

And ima be back stage

The effect branding can have on your business!!! So stop waiting around for success

Hi Jonita,
It was great! Thanks for asking. My new banner looked sooo good next to my booth. I sold lots of comic books and t-shirts. I am currently preparing for DREAMCON in July and working on an Instagram ad for KENTE WEAR. So many people want to be on my team now.

I'm so happy for her!

JONITAZEAN.COM

@laurentnymedia just got booked for a huge music concert for 40k people!! They loved her website!!! I'm so happy for her it warms my heart so much

Mwahhh u did this with me

They saw my website bisshhh

I did?!

Omg swear you helped

OHMYGODHAHS

The website broooo

Jonita was very thorough in her process. She really cares about her clients and puts her soul into her work. She really helped my brand voice come to life. She is very detailed in her work and takes the smallest detail seriously. She took my vision and brand pillars and incorporated them into my logo and style. I am so happy with the final products. She is an expert in this field. She also showcased the importance of branding. She is very knowledgeable and really is out for her clients to succeed. I enjoyed working with her. Her notion process is so organized and it makes it easy to know what still is needed. I would recommend her to any business and will be using other services that she provides.

-Silhouette Africana

My clients have seen amazing results with my brand design services!

Even if you feel like you need help to define aspects of your brand identity, that is what my services are for! Defining those aspects of your branding, will help you to be able to market your brand way more effectively that helps you get sales. My clients have said that they became a better business owner because of my services and were able to connect with their business and audience way more.

So stop waiting for the “right time” and elevate your brand today!

What Is Your Pricing?

Investments start at 2000 USD

Do You Offer Payment Plans?

Absolutely!

Payment options are:

Option 1- Standard Option (Stage Payments that can be broken between 3-5 payments depending on project scope)

Option 2- Biweekly Payments (Fifty percent payment due upfront then payments broken into 2-5 biweekly payments despite project milestone. ALL Deliverables will NOT be handed over UNTIL FINAL payment completion Full ownership will be given to client after final payment.

Option 3- Down Payment of 500 Or More (Down payment of \$500 or more to secure spot for when client is ready to invest. Once the client is ready the down payment will be subtracted from total and client can choose option 1 or 2 for payment option with remaining total.

Can I Keep My Current Logo?

I require all of my clients to have a freshly made logo designed by JZean Designz because I want to ensure my clients are getting the full benefits of a strong brand strategy and that includes a logo with strategy. I will ensure that my clients have a successful relaunch as we will create a plan to reintroduce your new brand to your current clients/customers in a strategic manner.

Do You Take International Projects?

Absolutely! We just need to work out timing. No Biggie!

What Is The Estimated Timeline?

Project timelines range anywhere from 2-10 weeks.

Where Do I Book With You?!

Visit my website at www.jonitazean.com and hit inquire! Fill out the application form and I will email you with a time to have a conversation!

Thank you for taking the time to read this information. You have reached the end of this packet. If you want to learn more about Soul Belly Bakeshop's pain points and how we solved them as well as other projects I have done, follow me on TikTok or Instagram! If you have any questions, feel free to shoot me a DM!

I can't wait to work with you soon!

xoxo Jonita :)