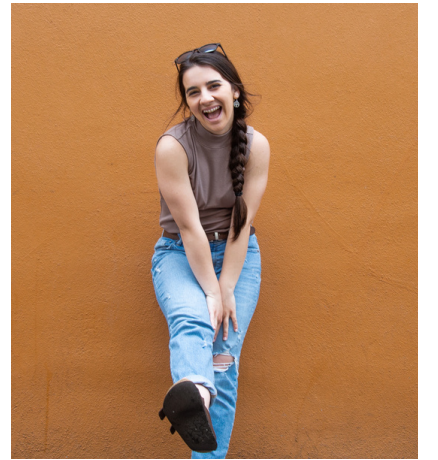




HANNAH | THE BRAND







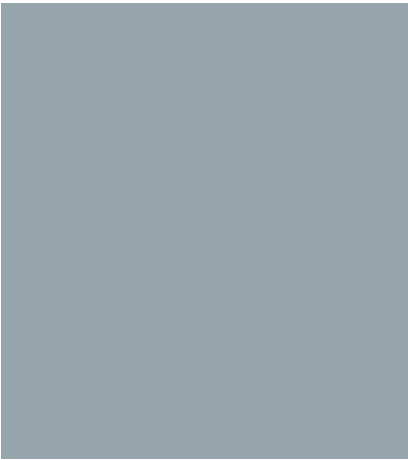
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hannah long



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hannah long





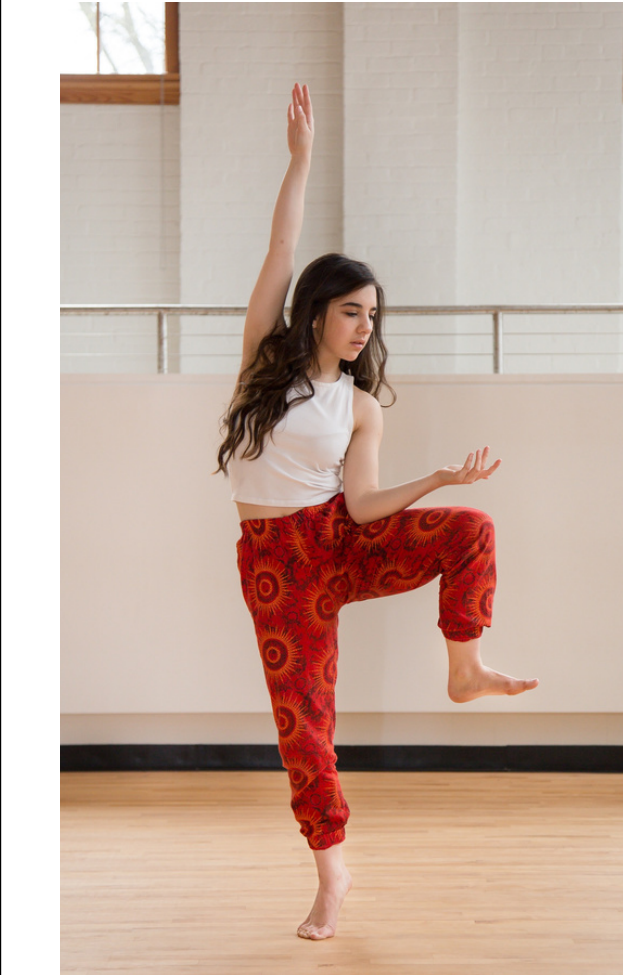


HL

## HANNAH LONG

I'm on a mission to help multi-passionate dancers build their own personal brand that helps them attract aligned opportunities. I'm here to help you uncover your unique technique, embrace the journey into the unknown and blaze your own dance trail one step at a time.







IF IT CAN BE IMAGINED.  
IT CAN BE CREATED!

STRATEGY

See Potential  
Everywhere and  
Uncover Originality  
With Liberated  
Imagination.

You Only Get One  
Life. Get Out And  
Make It Count.

Create The Journey

Develop A Vision & Live By It

Inspire To Unlock Imagination

Encourage The Pursuit of Originality

Acknowledge Modern Confinements

DON'T FENCE ME IN!

*freedom*

*innovation*

EXCITING

FEARLESS

DARING

INSPIRING

DARING

PROVOCATIVE

DRIVE

Adventure

Exploration

The Unknown

Self Discovery

Liberation

Creation

Originality

Self-Expression

Vision

Imagination

FEAR

Confinement

Immobility

Entrapment

Incarceration

Cautiousness

Stagnation

Duplication

Familiarity

Disillusion

Indifference



DONT FENCE ME IN

EXCITING  
FEARLESS  
DARING

You Only Get One Life.  
Get Out And Make It Count.

The explorer has a palpable inner drive to push themselves outside their comfort and conformity of everyday life; into the rugged environment they feel at home in. They are brave, adventurous and love challenges. The challenges are more about understanding themselves more than proving to others and they are on an everlasting journey of discovery.

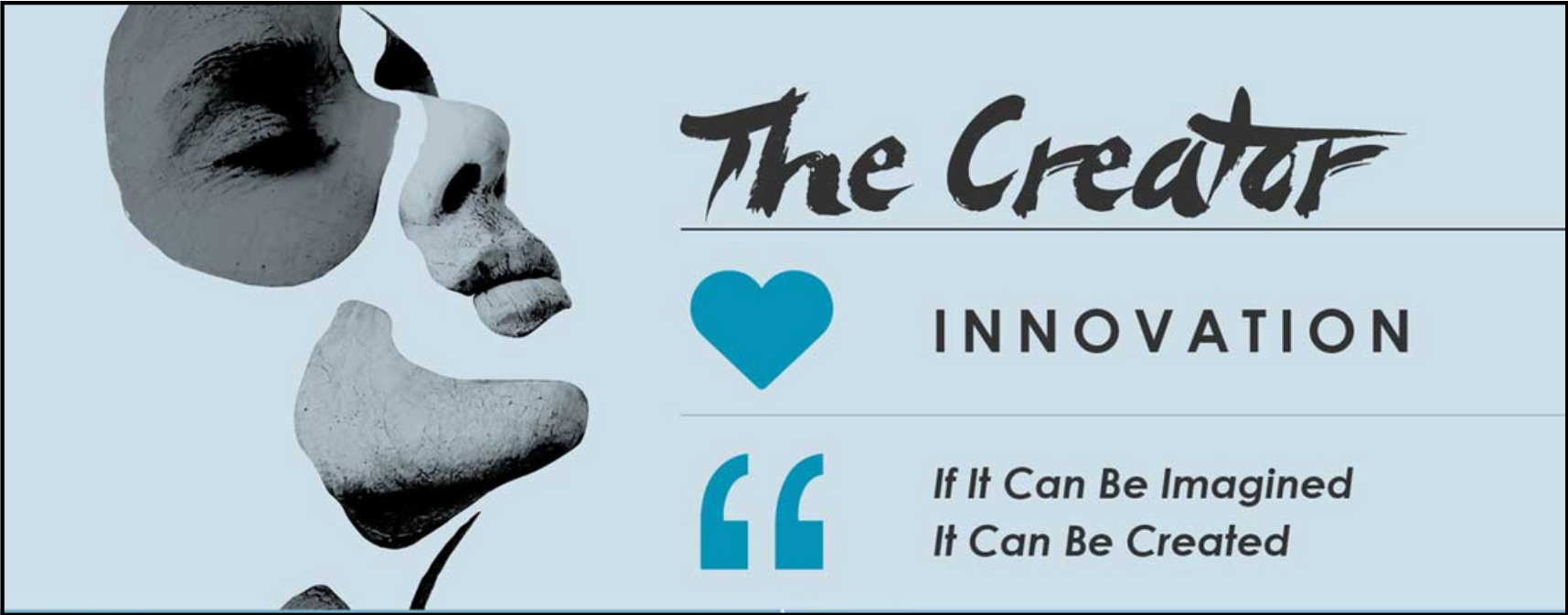
To appeal to an explorer, you need to challenge them. Challenging the confines of modern life will also allow you to resonate with them quickly. You should promote the outdoors and the unknown as the land of the free and challenge them to explore it, with your brand of course. Modern society is the common enemy in which many explorers live. A stand against such conforms can go a long way to resonating with the explorer and evoking their desires.

|                |               |
|----------------|---------------|
| DRIVE          | FEAR          |
| Adventure      | Confinement   |
| Exploration    | Immobility    |
| The Unknown    | Entrapment    |
| Self Discovery | Incarceration |
| Liberation     | Cautiousness  |

STRATEGY

Create The Journey  
Acknowledge Modern  
Confinements





IF IT CAN BE IMAGINED. IT CAN BE CREATED

INSPIRING  
DARING  
PROVOCATIVE

See Potential Everywhere  
and Uncover Originality  
With Liberated Imagination

The Creator has a desire to create something new and exceptional, that wasn't previously there, and has enduring value. They need to express themselves with their individual talent and strive to bring their vision to life through that expression. Creators believe that if you imagine it, it can be created but are often stifled by their own desire for perfection.

To appeal to a creator you must celebrate the creative process while inspiring self-expression. Brands that provide the means or tools to express themselves creatively with freedom of choices would be well positioned with the Creator Archetype. Their communication should stir the desire for the creative process and inspire their customers to express their nature to the best of their ability. Creator brands leverage their audiences' imagination and their desire to create and innovate.

- |                 |              |
|-----------------|--------------|
| DRIVE           | FEAR         |
| Creation        | Stagnation   |
| Originality     | Duplication  |
| Self-Expression | Familiarity  |
| Vision          | Disillusion  |
| Imagination     | Indifference |

STRATEGY

Inspire To Unlock Imagination  
Encourage The Pursuit of  
Originality



