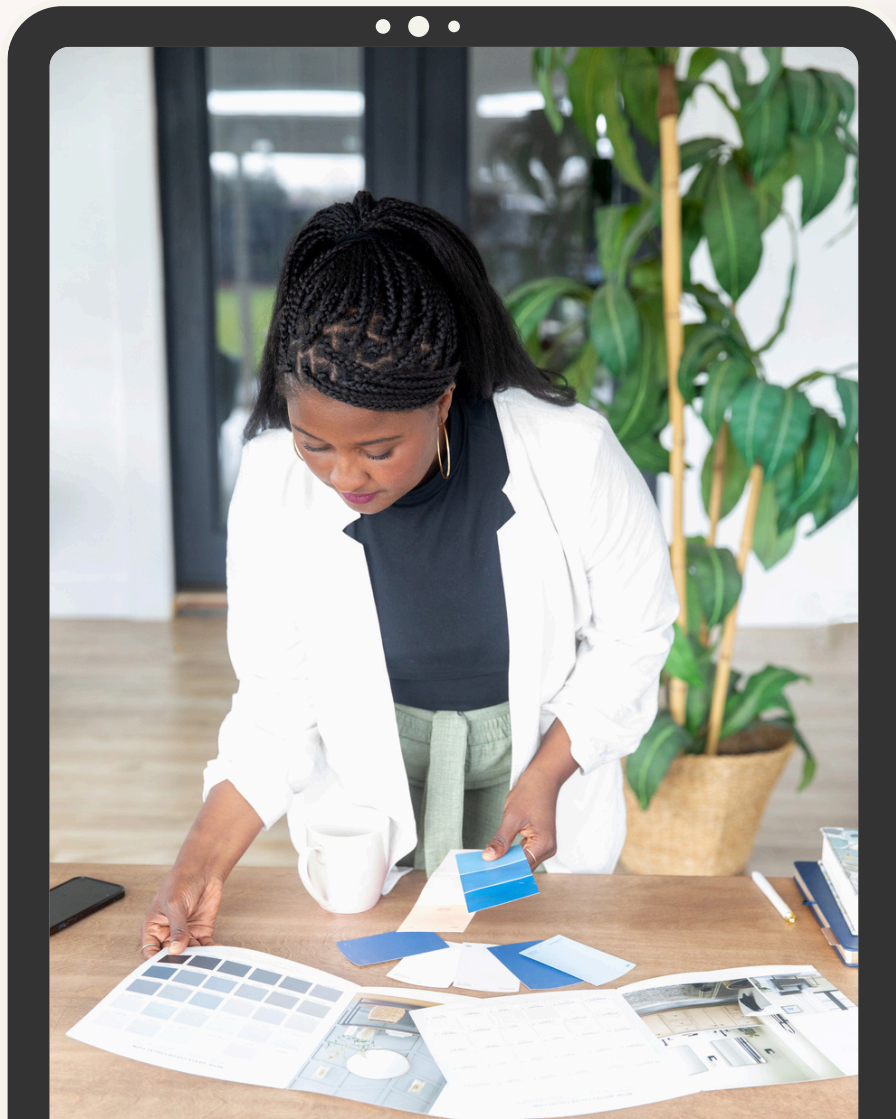


A STARTING GUIDE FOR THE ONE
READY TO BUILD WITH PURPOSE

Your Branding

WORKBOOK





Hi girl!

I'm so excited you're here. This workbook was designed just for you—the bold, brilliant woman ready to bring her brand to life with purpose and personality. Whether you're just starting out or refining your vision, this quick guide will walk you through a few steps with clarity, confidence, and a little sparkle.

Take your time, have fun, and remember: your brand is more than just visuals—it's your story, your personality, your voice.

Let's have fun!

With love,

Zenobia Latona



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Bring the vision to life
through clarity.

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Many inspirations for a
particular brand.

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Get clear on who your
brand is for.

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Celebrate every win and
your milestones

YOUR BRAND IDENTITY

When you define your brand identity, you give prospective clients strong reasons to choose your services.

01 Who is your brand for and why are you creating it?

02 How do you want to speak people and what do you say?

03 What does your brand look like? Sound like? Showcase?

YOUR BRAND INSPIRATIONS

There are many inspirations for a particular brand.
Let's dive into it in this section of the workbook.

01 These are the books that resonates with me most:

02 These are the fonts that resonates with me most:

03 These are the colors that resonates with me most:

TARGETS AND ACTUALS

PARTICULARS

TARGET	ACTUAL
--------	--------

Share an interesting target description to your readers.

Share an interesting target description to your readers.

Share an interesting target description to your readers.

Share an interesting target description to your readers.

Reminder : There are many targets for a particular brand. You may add new pages as needed.

WINS AND MILESTONES

PARTICULARS

START	COMPLETION DATE
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Share an interesting win & milestone with your readers.

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Share an interesting win & milestone with your readers.

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Share an interesting win & milestone with your readers.

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Share an interesting win & milestone with your readers.

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Reminder: Every win and milestone should be recorded. You may add new pages as needed.

Daily PLANNER

DATE _____

S M T W T F S

THINGS TO DO

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

SCHEDULES

MEETINGS

Weekly PLANNER

DATE _____

SUNDAY

THURSDAY

MONDAY

FRIDAY

TUESDAY

SATURDAY

WEDNESDAY

INSPIRATIONS

Monthly OVERVIEW

FOR THE MONTH OF: _____

ON HAND TASKS

COMPLETED

S

M

T

W

T

F

S

REMINDERS

MILESTONES

*I'm cheering
for you!*



I'm so proud of you for taking this step to build a brand that truly reflects you. But this is just the beginning! If you're ready for deeper clarity, strategy, and support, I'd love to walk alongside you through 1:1 coaching. Together, we can bring your brand vision to life—confidently and intentionally.

Don't forget to grab your free goodies, resources, and updates designed to keep you inspired and growing. Join the community and let's keep building something beautiful—together.

Zenobia Latona

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