

Paige.

The PlayBook

MEMBERSHIP

BRANDING | MODULE ONE

What is a Brand?

WHAT’S A BRAND?

BRANDING VS MARKETING

PERSONAL VS BUSINESS BRANDING

WHAT MAKES A BRAND WORK?

COMMON MISTAKES TO AVOID

What Even is a Brand?

LET ME BREAK IT DOWN FOR YOU...SIMPLY...

THE LOGO? WRONG!

Your brand isn't your logo or your Instagram aesthetic
it's how people **feel** when they experience your business.

It's the gut **feeling** someone gets when they land on your page,
read your caption, buy your offer, or open your email.

BUT WHAT CREATES THIS FEELING?

A brand is how people perceive your business.

But that perception isn't random, it's shaped by a collection of intentional (and sometimes unintentional) things.

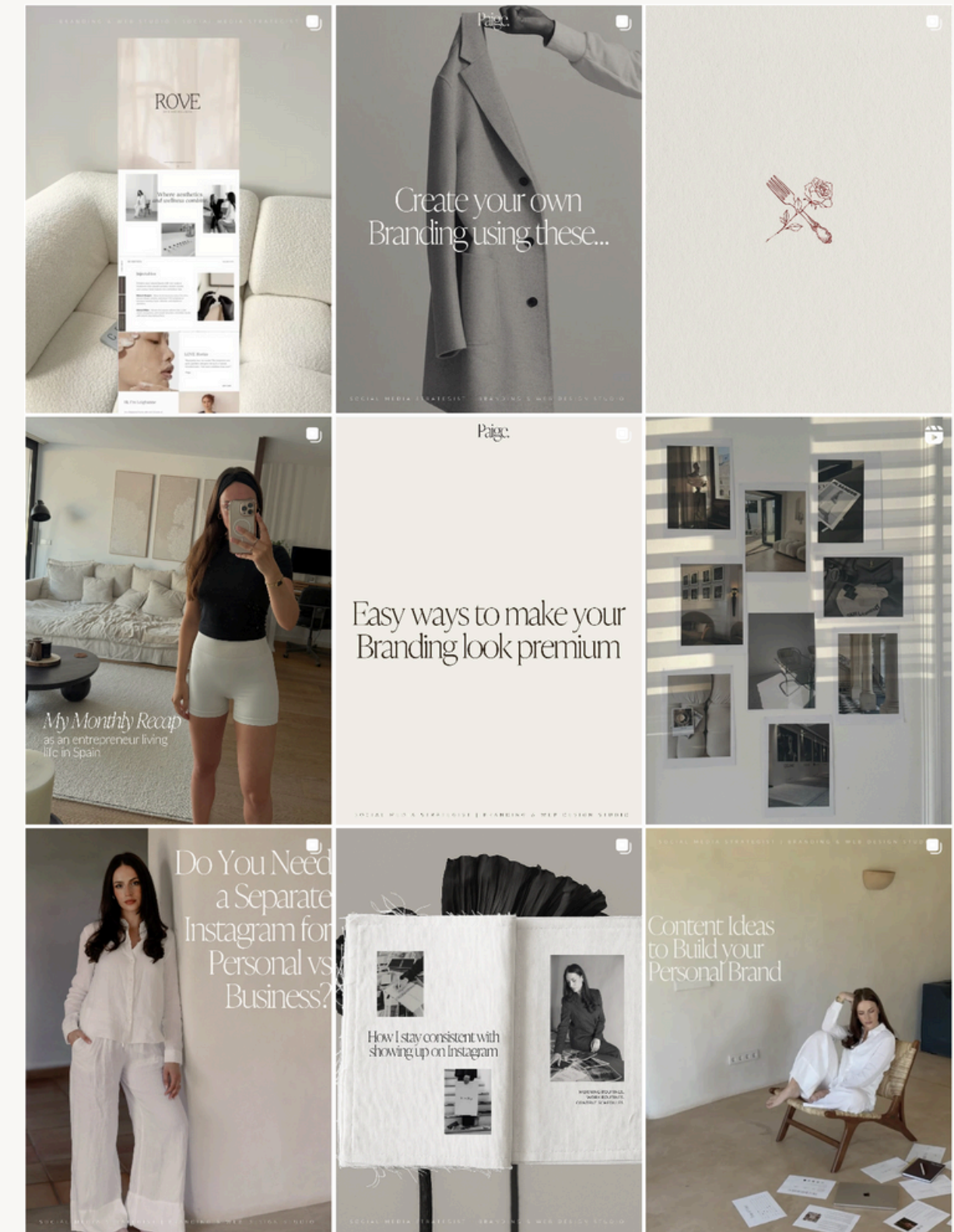
WHAT PEOPLE SEE FIRST...

Colours, fonts, layout

Your logo and how it's used

Consistency in style across platforms

→ *Your visuals create instant impressions. They set the tone before someone even reads your caption.*



YOUR VOICE + MESSAGING

How you sound matters just as much as how you look:

The language you use (fun, formal, laid back, calming?)

Your values and how they show up in your words

The way you explain your offers or talk to your audience

→ *Your voice builds connection and trust. It tells people who you are and why they should care.*

YOUR ENERGY + PRESENCE

Yes, this is a bit more intangible — but so important:

How you show up online (confident, calm, chaotic?)

The way you interact with your audience

How consistent and reliable your presence is

→ *Energy builds emotion, and emotion is what makes people remember you.*

THE EXPERIENCE YOU CREATE

This includes both your content and your customer journey:

Is your content valuable, inspiring, relatable, or educational?

What's it like to enquire, book, and work with you?

How do people feel before, during, and after buying from you?

→ *Every brand touchpoint, even a DM reply, adds to the overall brand perception.*

YOUR STORY + BELIEFS

People connect with people. Your story makes your brand real:

Why you started your business

What you stand for (and stand against)

What your bigger mission or values are

→ *The more authentic this is, the more emotional loyalty you build.*

Branding vs Marketing

AND YES, BRANDING COMES FIRST...

THEY ARE VERY DIFFERENT.

BRANDING	MARKETING
Long-term identity	Short-term strategy
Creates trust + recognition	Drives visibility + sales
Shapes how people see you	Helps people find you

- Your branding is the foundation. Without it, marketing feels confusing and inconsistent.
- Think of branding as your house. Marketing is the way you invite people in.

Personal vs Business

A VERY BIG DECISION....

There's no "better" option — but knowing the difference helps you make clearer decisions:

PERSONAL BRAND

- *Built around you (your name, face, voice)*
- *People follow you for your perspective + energy*
- *Ideal for freelancers, creatives, coaches*

BUSINESS BRAND

- *Built around a name, product, or concept*
- *More scalable + hands-off long term*
- *Ideal for studios, agencies, eCommerce*

Tip: You can blend both (hybrid brand). You can also shift over time.

Personal brands do seem to grow faster on average.

PERSONAL BRAND

Kylie Cosmetics

The brand is built on Kylie Jenner's name, face, and following. Her personal influence is what initially sold the products. People buy because they trust her, desire her lifestyle, or want to align with her identity.

Why this works:

- Built-in audience from her personal brand
- High trust and relatability
- Strong influence that drives emotional purchase decisions



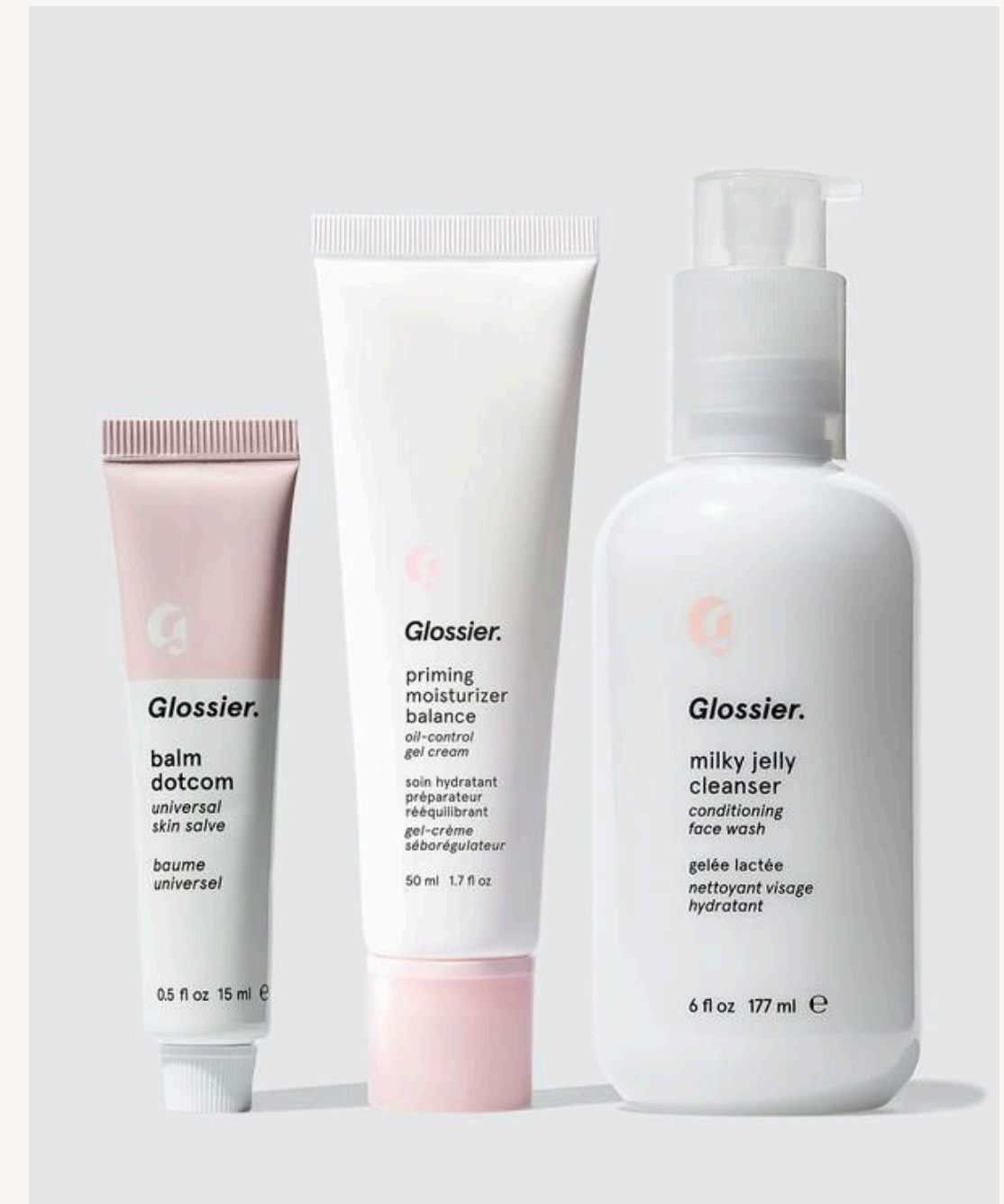
BUSINESS BRAND

Glossier

A skincare and makeup brand that isn't tied to one face. Its appeal lies in its minimal aesthetic, community-led development, and strong brand messaging. It's about you, the customer, not the founder.

Why this works:

- Scalable and team-based
- Feels bigger than one person
- Builds trust through consistency, tone, and visuals



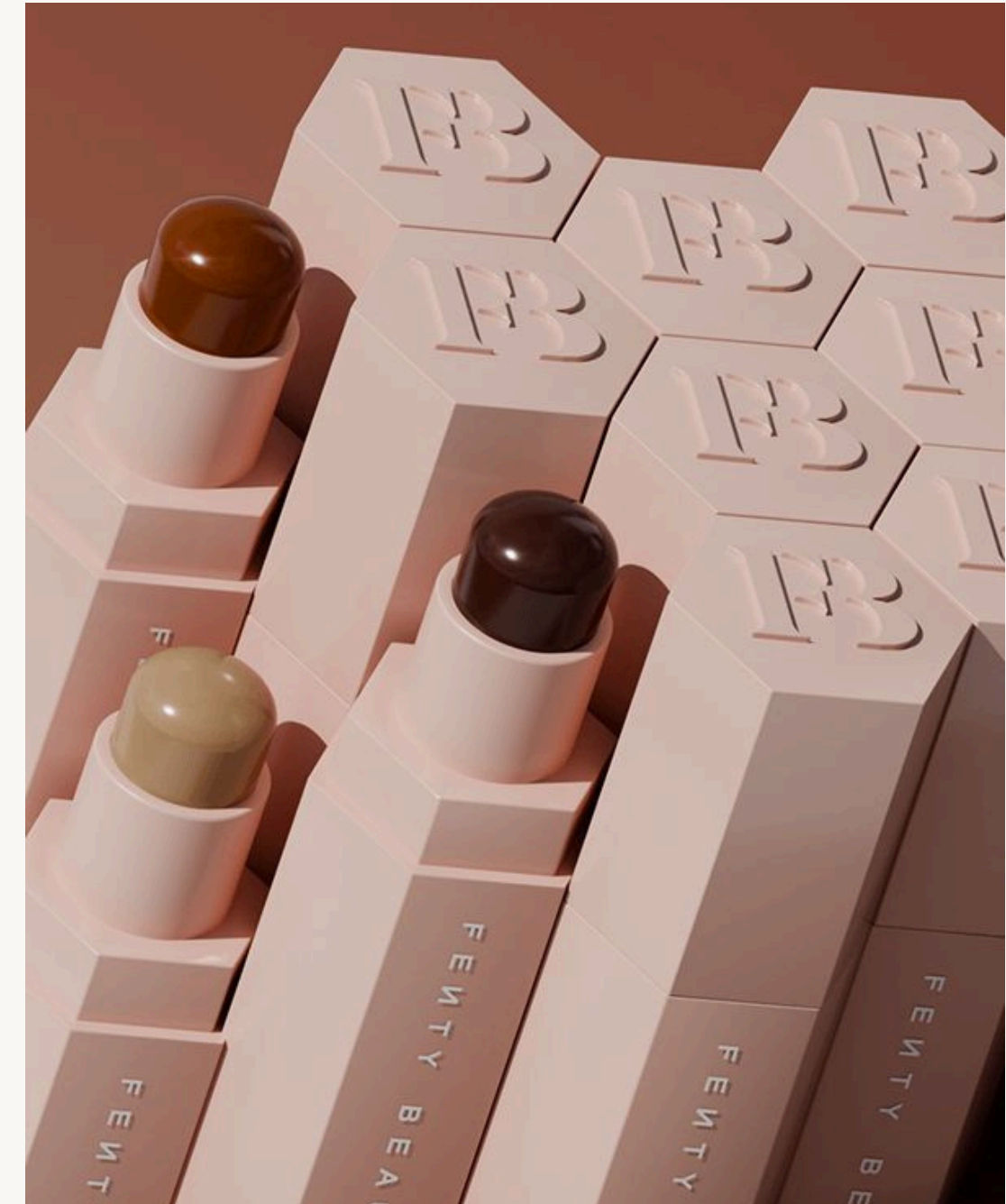
HYBRID BRAND

Fenty Beauty

While Rihanna is the face of the brand, Fenty is developing its own identity. Customers are drawn in by her, but stay because the products and branding stand on their own.

Why this works:

- Builds trust through the founder's presence while standing strong as its own brand
- Scalable and team-friendly without losing the personal touch
- Balances emotional connection with professional credibility



What Makes a Brand Work?

A STRONG BRAND ISN'T ABOUT HAVING THE FANCIEST LOGO OR THE MOST CURATED GRID.

CLARITY – YOU KNOW WHAT YOU STAND FOR

People instantly understand who you are, what you offer, and who it's for.

THE ORIDINARY

From the name to the packaging, everything about The Ordinary reflects clarity and transparency. Their entire brand is built around simplifying skincare science, offering straightforward products without the fluff. Their purpose is clear: affordable, clinical formulations that work.



CONSISTENCY – VISUALLY + VERBALLY, ACROSS EVERY PLATFORM

You look and sound the same across your website, Instagram, emails, and client experience.

CHARLOTTE TILBURY

From the rose gold packaging to her signature "darling" tone of voice, Charlotte Tilbury has created a glamorous, cohesive brand that's instantly recognisable across every platform and product.

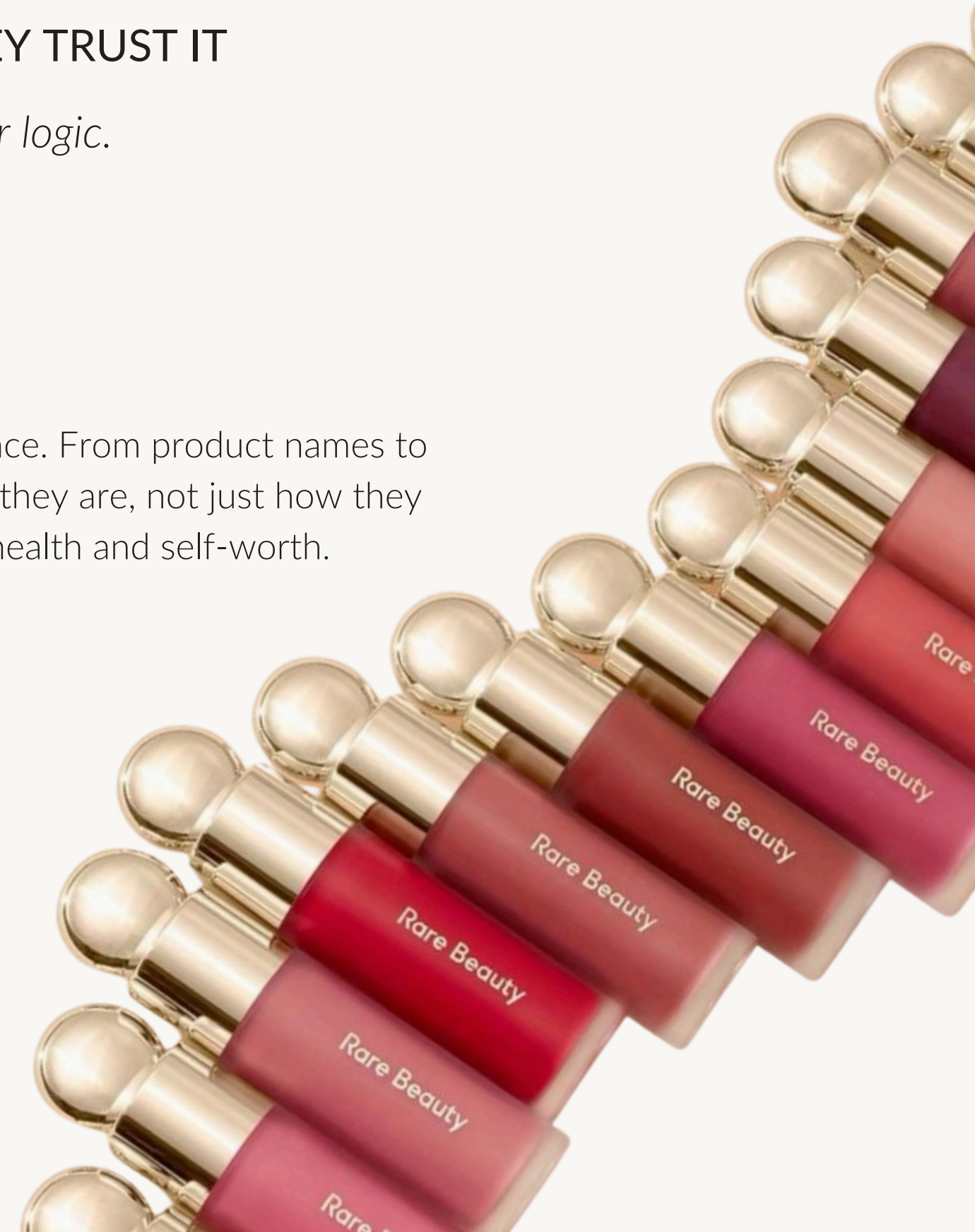


CONNECTION – YOUR PEOPLE GET IT, AND THEY TRUST IT

It speaks to your audience's feelings, not just their logic.

RARE BEAUTY

Rare Beauty connects through vulnerability and self-acceptance. From product names to campaigns, it encourages customers to feel confident in who they are, not just how they look. It's more than makeup, it's a movement around mental health and self-worth.



Common Mistakes to Avoid

THANK ME LATER....

INCONSISTENCY

→ *Using different fonts, colours, tones, or styles on every platform.*

Why it's a problem:

It confuses your audience and makes your brand forgettable.

What to do instead:

Create clear brand guidelines and actually use them. From your Instagram posts to your emails, everything should feel cohesive.

FOCUSING ONLY ON AESTHETICS

→ *Obsessing over the logo and visuals but having no substance or message.*

Why it's a problem:

A brand can look great and still lack connection.

What to do instead:

Start with your brand values, tone of voice, and message, then build the visuals around that.

COPYING TRENDS OR OTHER BRANDS

→ *Copying what's popular or what another brand is doing.*

Why it's a problem:

It dulls your identity and blends you into the noise.

What to do instead:

Look inward, what you offer, believe, and value. Trends come and go, but clarity lasts.

TRYING TO SPEAK TO EVERYONE

→ *Using generic language and broad messaging.*

Why it's a problem:

If you speak to everyone, you connect with no one.

What to do instead:

Define your audience clearly and speak directly to them. Connection beats reach.

CONSTANTLY CHANGING DIRECTION

→ *Switching colours, styles, and messaging every few months.*

Why it's a problem:

You lose trust and recognition before it has a chance to build.

What to do instead:

Stick to your strategy long enough to see results. Evolve slowly, not randomly.

Your Takeaway

A BRAND IS MORE THAN JUST VISUALS.
IT'S A FEELING THAT YOU HAVE TO PORTRAY THROUGH A SCREEN.

Your PlayBook Practice

ACTION TASK

YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to answer these prompts in your notes or a journal:

1. What feeling do I want people to associate with my brand? (write down 3-5 words)
2. Am I building a personal, business, or hybrid brand - and why?
3. Are my visuals, tone of voice, and messaging consistent across my website, socials, and client touchpoints?





THE TEMPLATE VAULT

My recommended downloads for this module

Mood Board Template

For anyone wanting a refresh - let's collate some inspiration for your brand

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Turn the Paige

AND FOLLOW THE PLAYBOOK

NEXT UP: THE BRAND FOUNDATIONS