

A top-down view of a workspace. In the upper right, a white ceramic cup filled with dark coffee sits on a round wooden coaster. Below the coaster, a black pen lies diagonally across a white spiral-bound notebook. In the lower left, a white object, possibly a sugar dispenser or a small container, sits on a light brown wooden board. The background is a plain, light-colored surface.

SERVICES

## Brand Building

Your brand is comprised of the expectations that you set in every single client interaction—are you communicating the right message? And is your message ready for the bigger world? Let's build your brand together.

dgo

*Get in touch!*

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DGO BRAND STUDIO

# Turn Your Business Into a Brand

This is the foundation that will impact every piece of your business, from services offered to customer service. Our methodical process is guided by years of experience businesses find their authentic and competitive voices.

One

## DISCOVERY

### **DGO-Hosted Founder Dinner**

Getting to know your company and your story

### **DGO-Hosted C-Suite Half-Day**

A company qualities assessment and whiteboard session on key business goals/challenges and strategic planning

### **Half-Day Employee Shadowing**

Shadowing key client-facing employees through part of their workday (if possible)

Two

## DGO BRAND STUDIO WORK

### **In the Studio**

We build your core brand manual

### **Client Review**

Presenting our ideas to verify that we're on the right track

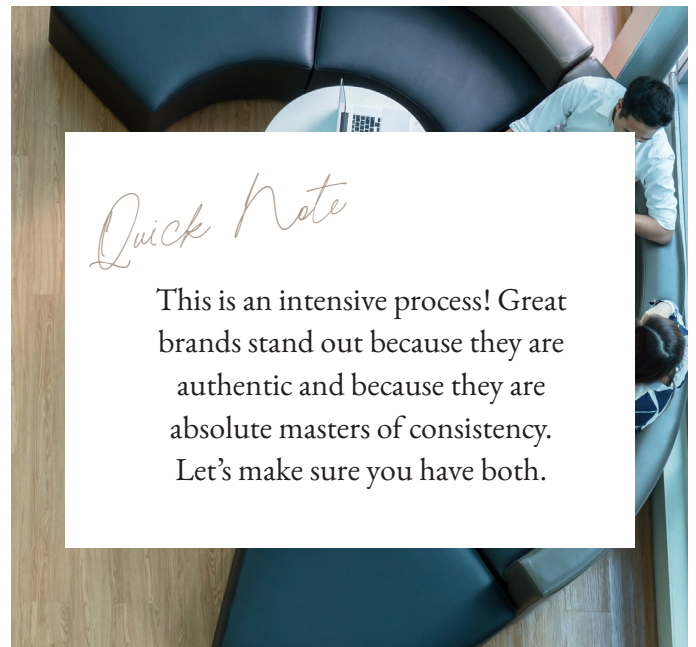
Three

## FULL BRAND BOOK

This lays out everything there is to know about your brand: you could hand it to any employee or partner and they will know how to represent your firm.

### **Core Components**

- Brand Characteristics & Personality
- Brand Building Strategy & Action Steps
- Messaging & Media Kits
- Company and Executive Boilerplate/Q&A
- Creative Design Direction
- Brand Quality Control Cheat Sheet



Please schedule a call for more details!

Schedule now

DGO BRAND TRAINING

## Create a Unified Client Experience

The more your business grows, the harder it is to control the client experience with your firm. This is why brand training is an essential part of overall employee training. DGO Brand Training, a supplement to our Brand Studio, helps ensure you're on a path to brand success.

One

### DISCOVERY & GROUNDWORK

#### **Discovery Meeting (on-site or online)**

What are your core training goals?

#### **DGO Training Development (2-4 weeks)**

We build your personalized training program?

#### **Client Review (1 hour)**

Presenting our ideas to verify that we're on the right track

Two

### TRAINING SESSIONS

#### **DGO-hosted training event**

A full- or half-day event hosted in an inspiring space to foster engagement and participation

Three

### DEBRIEF REPORT & MEETING

#### **Key Deliverables**

- Full report of staff ideas and input
- DGO report on achievements and action items for your firm
- Online employee survey results

*Quick Note*

Employees are often the single most impressive brand resource there is. Our trainings are designed as a two-way street that both communicate your ideas and solicit feedback and brainstorming from your team.



Please schedule a call for more details!

Schedule now

## DGO MARKETING TOOLKIT

### Marketing Content and Design

As a supplement to the DGO Brand Studio, we offer visual and creative content that provides a seamless brand experience. Ranging from pure marketing assets to technical presentations, we can crate a personalized scope for your firm and all the key deliverables you need to bring your marketing forward.

#### *Popular*

- Website design and content (we can provide direction on development)
- Articles
- Brochures
- Presentations and pitch decks
- White papers
- Social media headers and bios

#### *Quick Note*

This service is only available with the engagement of our preferred graphic design provider and website developer (if applicable). Our teams work together regularly and are well-versed in financial services creative and technical requirements, providing you with an absolutely seamless, high-quality experience.



Please schedule a call for more details!

[Schedule now](#)



DGO PERSONAL BRANDING  
Level Up Your Influence

Your personal brand sets the tone for what people can expect from you—which is why it's essential to design and manage it strategically. DGO Personal Branding delivers a plan that you can act on today and refer back to as a touchstone in building your professional influence.

One

## DISCOVERY

Half day session online or in person

### **Background**

Learning about your story, current strategies, and goals

### **Qualities Assessment**

Assessment of possible avenues for brand development

Two

## DGO BRAND STUDIO WORK

### **In the Studio**

We build your core brand manual

### **Client Review**

Presenting our ideas to verify that we're on the right track

Three

## FULL BRAND BOOK

### **Core Components**

- Personal Brand Characteristics & Personality
- Brand Building Strategy & Action Steps
- Messaging Kit & Personal Boilerplate/Q&A
- Brand Quality Control Cheat Sheet

*Quick Note*

This is an intensive process! Like company brands, great personal brands are built on authenticity and consistency. I'm here to help make sure you have those foundations—and also any coaching and support you might need.



Please schedule a call for more details!

Schedule now

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*Ready to get started?*

SCHEDULE A CALL

[calendly.com/dgo-abw](https://calendly.com/dgo-abw)