

# the **bff** effect

**FREE QUICK-START GUIDE**



holmes house CREATIVE

# *Does any of this sound familiar...*

You're really so done with feeling like your biz is always the first stop on the Hot Mess Express. Instead, what you really want is for it to just be, well... **HOT!**

You're stuck in the doldrums and daily grind of Entrepreneur Land, and — let's be honest — what you really expected was Disneyland to the sound of constant cha-CHINGS.

You don't even know how to choose your next steps because everyone and their brother's third cousin claims to have THE solution. Cue the underboob sweat.

*Once upon a time that was me too.*






# HI, I'M HANNAH

FOUNDER OF HOLMES HOUSE CREATIVE,  
*BRAND STRATEGY EXPERT,*  
& YOUR NEW PROFESSIONAL HYPE GIRL

**After struggling for years trying to keep up with all the "should's" of life, I discovered the simple secrets to using my business to actually free myself from all the boxes I felt stuck in.**

I know you've met the should's as well... They're those pesky thoughts that we're taught to let guide us through life: "I should be this. I should do that. I shouldn't do this. I shouldn't want that." Mmhmm, all that mind drama that keeps us stuck, feeling disconnected from ourselves, struggling to keep up with life, and keeping us in the endless entrepreneurial hustle of trying to juggle all the things.

Here's the irony though - we didn't start businesses in order to be more stressed, overwhelmed, and frustrated. **We started our businesses to pursue our passions, abundantly provide for our families, and create the time freedom that allows us to actually live life!** Luckily you're in the right place because the The BFF Effect will help you to do all of that. You ready?



"Until Hannah walked me through The BFF Effect, my business was running me. Now? **I work less and make more money!** Her method gave me the clarity I need to structure my business, define my audience, and know the value that I provide."

*Alex Vanover, DIY Alex*

# WORK LESS. MAKE MORE.

It's time for you to be truly successful – in whatever YOUR personal definition of success is – without having to be anyone but already amazing Y-O-U.





CREATE YOUR PERSONAL BUSINESS ROADMAP  
& go from stuck & burned out to *SOLD-OUT SUCCESS* with



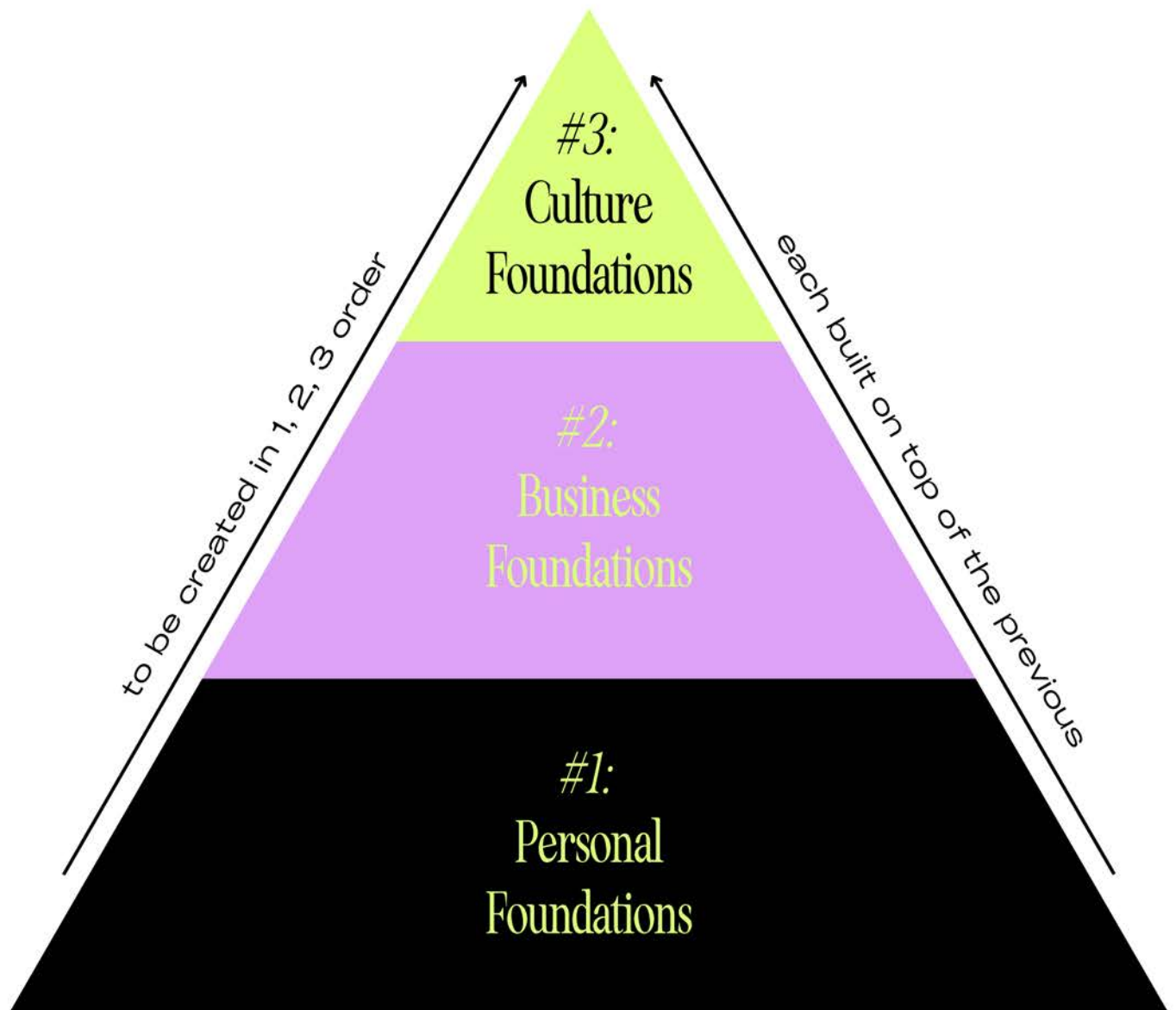
introducing your new biz bestie

*Brand*  
*Foolproof*  
*Foundations*

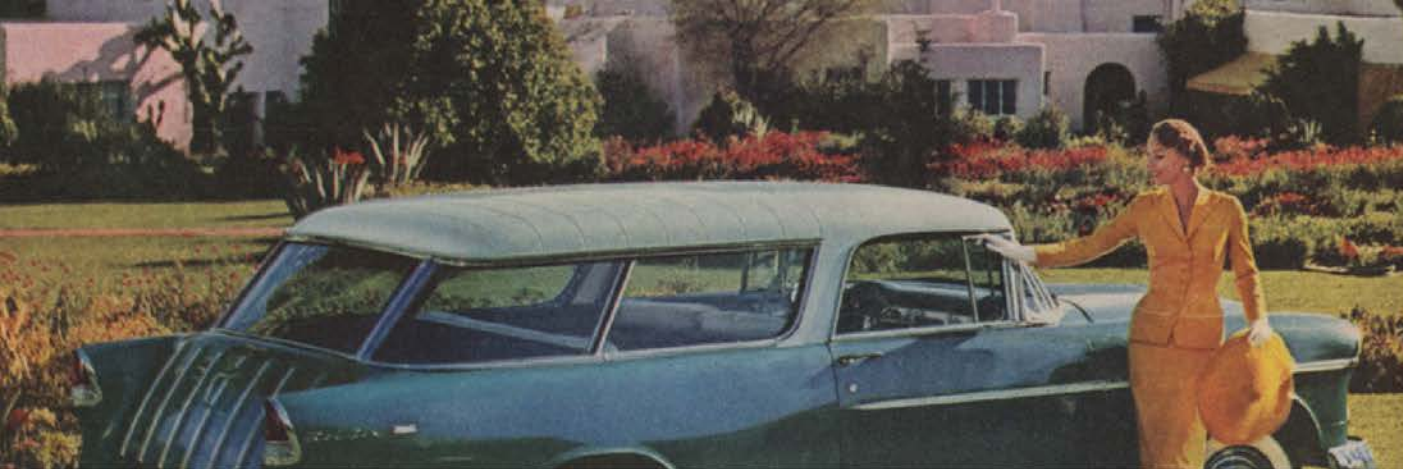
The "BFF" of the BFF Effect is an acronym for "Brand Foolproof Foundations," and it's the process we're going to use to help you become total besties with yourself, your people, and your business.

# THE 3 BRAND FOOLPROOF FOUNDATIONS

Your mission, should you choose to accept it: intentionally build these these three foundations, in order, each one built atop the next. Each layer is essential to create a thriving business that supports your life, instead of being your life, so don't skip one!







## #1: PERSONAL FOUNDATIONS

If you don't know where you're headed, how can you confidently expect to ever arrive?

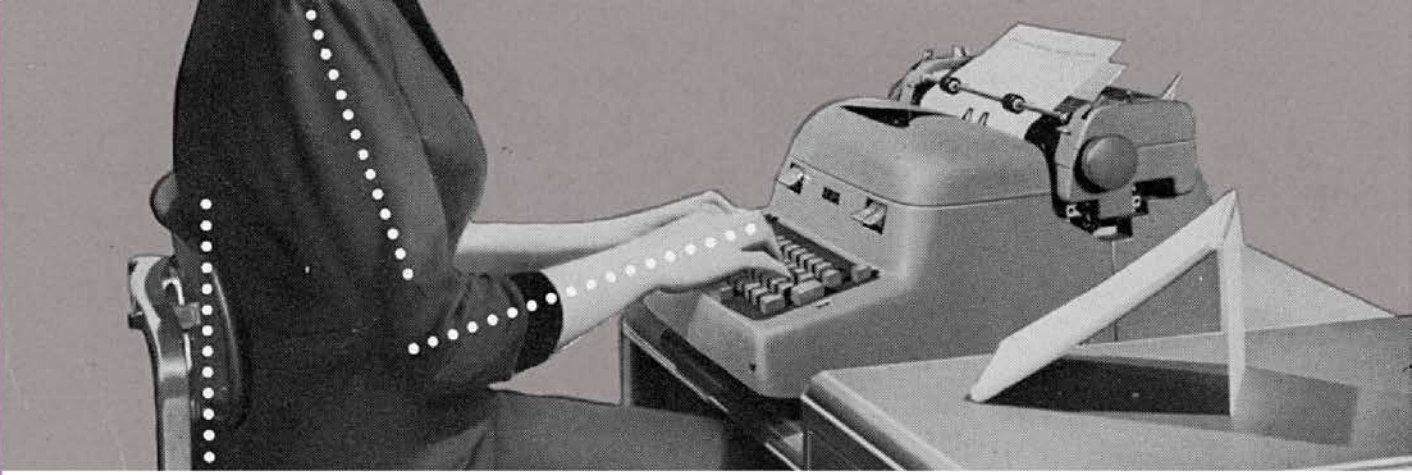
To make positive, lasting change you have to get crazy clear on your passions, values, and calling so that you can step into who you were always meant to be.

This means getting super cozy with past, present, and future you so that you can be true BFFs with every part of yourself

## QUICK-START APPLICATION

**Journal your answers to these 3 questions to begin creating your BFF Effect personal foundations:**

1. In and out of the business - what does your dream life look & feel like?
2. What are the "should's" keeping you from stepping into this dream life?
3. What do you think your life's purpose is?



## #2: BUSINESS FOUNDATIONS

It's time to recommit to the idea that our business is meant to support our purpose instead of being our life! Now remember - there is no one way to build a business. You're the boss, and that means you get to make the rules!

But how do you know what's right for you? You look back at those personal foundations you pulled out in Foundation 1 and start reverse engineering to find the steps between where you are and where you want to be. All it takes is one small step at a time.

## QUICK-START APPLICATION

**Journal your answers to these 3 questions to begin creating your BFF Effect business foundations:**

1. How does your business fit into your dream life?
2. What's different in your current business from your dream business?
3. What's one step to move you just a little bit closer to that dream business?





MAGNETIZE YOUR VIBE

## #3: CULTURE FOUNDATIONS

Now that we know where you're going and what you're doing, we're going to use everything you've uncovered so far and wrap it up in a stellar messaging and visual strategy.

All of the hard work you've done on your first two foundations won't mean much for your business if your dream clients never see you. Let's totally avoid that by grabbing their attention with scroll-stopping visuals that instantly pull them into your brand vibe. A vibe that's a beautiful bestie-style mix of you, your biz, and your dream client.

### QUICK-START APPLICATION

**Journal your answers to these 3 questions to begin creating your BFF Effect personal foundations:**

- 1.If your brand was a celebrity who would it be and why?
- 2.How do you want people to feel when they encounter your brand?
- 3.What colors and visual styles best match who you and your people are?



THESE ARE THE SAME STEPS THAT HAVE  
TRANSFORMED THE LIVES OF OUR CLIENTS.

*And now it's YOUR TURN to get these kinds of results...*

"The BFF Effect helped me to rediscover my core values. They were always there, I just didn't know how to verbalize them. This course changed my life and relit the fire in me."

*Lindsay Winfrey, Kulture Salon & Coaching*

"Everyone needs The BFF Effect! Hannah helped me with my brand in a way that I was blocked from doing for so long. The way she helps you understand your ideal client is worth the whole program cost on it's own."

*Chelsea Swain, Brimworthy*





© 2024 Holmes House Creative LLC

*The BFF Effect, The BFF Effect Quick-Start Guide and contents of this workbook are owned by Holmes House Creative LLC. Copying, redistributing, or selling of BFF Effect resources or Holmes House Creative materials is strictly prohibited.*