

WELCOME GUIDE

the BRAND PLAN



TBP ROUND 4 - C'MON LET'S GO

Welcome, *friend*

I'm so excited to invite you into The Brand Plan! A journey through a framework that will help you unearth and define your brand! And then translate that to sustainable marketing that's informed by that brand and fits into the lifestyle [and business] by your design!



Welcome Week: March 31-April 4

- Onboarding
- 04/03: Welcome Call
- Access to Brand Module
- Cohort Voxer Group Created

Week One-Two: April 7-18

- Work through Brand Workbook
- 04/17: Mastermind Call 1
- Voxer office hours

Week Three-Four: April 21-May 2

- Marketing Module: Access to content
- Work through Marketing Workbook
- Voxer office hours
- 05/01: Mastermind Call 2

Week Five: May 5-9

- Wrap up any unfinished workbooks
- Work through final TBP template
- 1:1 Coaching Week

Week Six: May 6-10

- Send Off/Celebration Call with Cohort
- Final Week of Voxer Access

Here Are 3 Things You *Need To Do*

ONE: DOWNLOAD VOXER & ADD ME

Find me under @rachaelleigh and send a quick hello!

Once I have you in my contacts list, I'll add you to the cohort chat as well.

Voxer is going to be the best place for us to chat outside of group calls! It's a walkie-talkie-like messaging platform where we can send voice notes back and forth to process through questions, things you're stuck on, or just general help with anything TBP-related. It's so much easier than email.

Weekly Voxer office hours will be on Mondays from 1pm-2:30pm EST & Thursdays from 10am-12pm EST.

Feel free to send questions or notes throughout the week, but just know I'll be primarily answering those during my specified office hours (though sometimes I may shoot off an answer when I have a sec).

TWO: COMPLETE THE STRENGTHSFINDER ASSESSMENT

A portion of our Brand Identity framework will be looking at your unique set of strengths as a business owner and how those strengths empower you to serve your clients in a way that others cannot.

The best place to start is by taking the [CliftonStrength 2.0 assessment](#). It's available online for a fee and you'll either select results for your top 5 strengths OR you can choose to see how you stack up with all 34 of the strengths in their library.

I personally chose the all-in option, but either option will work for what we'll be doing in the framework! **You'll need to complete this assessment before our first mastermind call.**

THREE: TAKE THE PRE-PROGRAM SURVEY ATTACHED TO YOUR WELCOME EMAIL

I've pulled together a quick survey for you to take and mark where you're starting from.

The goal of cataloging your answers there is so that you can go back after TBP is over and literally see how far you've come!

Tracking growth in yourself and your business is a surefire way to boost confidence at any point!

A Few Reminders

YOU'LL GET OUT WHAT YOU PUT IN

Remember, the things you'll learn and work through in TBP will only work *if you do!* **Put in the work and push through the hard stuff** and I can *almost* guarantee you'll come away from TBP a different person.

THIS PROCESS MAY BE DIFFERENT FOR EVERYONE & *IT'S SUPPOSED TO BE*

The way you learn, the things that are important to you, and what you're hoping to walk away with will likely be different from others in the cohort. **Embrace that and determine for yourself right now: What is my WHY for walking through TBP?** What do I hope to gain? Then do your best to stay focused on that definition of success for yourself. Comparison will only steal your confidence and assurance.

DIGGING INTO THE HEART WORK MAY COME WITH SOME RESISTANCE

You'll be met with perspective shifts, moments to dig deep within yourself, and challenged with questions that don't settle for surface-level stuff. And in the middle of it, sometimes, all you want to do is just do something else. When that feeling arises, do yourself a favor and press in.

Calls, Cohort *and* One:One

COHORT CALLS

These mastermind-style calls are estimated to be about 60–90 minutes long. They'll be on Thursdays every other week of the program & we'll settle on a final time after I receive survey results from each student. The first call will be for Brand Identity & second is for Marketing Strategy.

The goal of these calls is to process your findings from the module, ask questions, and brainstorm through challenges as a group.

YOUR ONE-ONE WITH RACHAEL

In Week Three, you'll receive an email with a link to a calendar with options for 60-minute time slots for your 1:1 that'll take place in Week Seven.

What's the agenda? – Anything you need help with or more clarity on. You get to choose from a menu of options to tailor the agenda to your specific needs – and then obviously if you have questions, we'll go over those, too!



A Note For The *Verbal Processors*

For the verbal processors in TBP, forming actual sentences to answer some of the questions in the initial Brand Strategy Questionnaire can seem a bit daunting.

If you're a person who likes to talk things through, I have two tips for you:

ONE: Don't go it alone! Have a trusted friend or partner ask you the questions and then type out your answers in a doc. That way you'll get to literally talk it through. I do advise that you take what you said initially as a first draft and use that to guide the answers you include in the final questionnaire response.

TWO: Use the voice memo app on your phone. Hit record, ask yourself the question, and then answer it as if you were talking to someone. Then listen back to your response to make sense of it all. When you're listening to your own words play back to you, you have the opportunity to discern what you really want to say rather than staring at a blinking cursor wondering where to start.

THREE: Partner up! You're in a cohort for a reason! Buddy up with a new friend & hop on a call to work things through. Alum from round 2 did this and it's *#1 way they finished the work*.



YOU'LL RECEIVE AN EMAIL ON MONDAY GRANTING YOU
ACCESS TO THE FIRST MODULE OF TBP! UNTIL THEN,

Get Ready For *The Dig*

