

MAGNETIC BRAND FRAMEWORK

BUILD A MAGNETIC BRAND THAT GETS YOU NOTICED, HIRED AND PAID WHAT YOU'RE WORTH!



MY WHAT & WHY



MY BRAND STORY



MY BRAND ELEMENTS

Brand Name

Tagline

Niche

Primary Font

Secondary Font

Colors



MY BRAND ARCHETYPES

1 _____

2 _____

3 _____



MY SIGNATURE SYSTEM

Keys/Steps/Pillars/Principles

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

7 _____



THE CLIENT JOURNEY

My Divine Client Avatar

Pain, Needs, Challenges, Obstacles, and Problems

Aspirations, Ambitions, Goals, Desires, Hopes, and Dreams

- _____
- _____
- _____
- _____
- _____
- _____

- _____
- _____
- _____
- _____
- _____
- _____

Describe Their Awakening
(Why are They Motivated to Change?)

Obstacles & Challenges
(What Could Keep Them From Being Successful?)

Describe Their Success Story
(What Does Success Look and Feel Like?)



MY BRAND KEYWORDS AND PHRASES

NAME: _____

DATE: _____

BRAND *your*
BRILLIANCE