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HI, I'M ASHLEY!

I am **Ashley Berry**. I'm from Durham, North Carolina. I'm a **Brand designer, Brand strategist, and Graphic designer**. In short, **Brand and graphic designers focus on the visual aspect of your business.** **Brand strategists focus on strategy.** I have been in the Design industry for many years. I have a degree in Graphic & and web design and experience with branding & and marketing agencies.

I started my branding agency in 2020, and have been a full-time entrepreneur ever since!

WHAT IS BRANDING?

These are the 3 Key Aspects Of Branding :

Identity:

You need to create a **brand identity** for your business that sets it apart from competitors. This includes a business name, logo, color scheme, and visual style that help customers recognize and remember your brand.

Perception:

Branding influences how your target audience perceives your business. **This is how people feel and think when they hear or encounter your brand.** The goal is to be perceived in a positive and meaningful way.

Promise:

Branding communicates a promise to its customers—a promise of quality, reliability, or a particular experience. This promise **MUST BE** upheld to build trust and loyalty with potential or active clients.

WHY IS BRANDING IMPORTANT?

Branding your business is important because it helps you establish a distinct identity and create a lasting impression on your customers. **Branding sets you apart from your competitors, builds trust with your audience, drives sales, and establishes customer loyalty.**



WHAT IS BRANDING?

WHAT DO I NEED TO DO FIRST WHEN BRANDING MY BUSINESS??

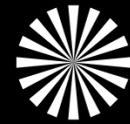
- ☀ Start by defining your **brand's mission, values, and personality.** What do you want your brand to stand for, and how do you want it to be perceived by your target audience?
- ☀ Understand your **audience's needs, and preferences.**
- ☀ Establish your brand by creating a **memorable logo, selecting brand colors and fonts, and establishing a consistent visual style that reflects your brand's personality.**
- ☀ Create a brand message that ***communicates your value proposition and resonates with your audience.***

HOW TO BRAND YOUR BUSINESS

LASTLY....

- ☀ ***Consistency is key to successful branding.*** Ensure that your brand is presented on your **website, social media, marketing materials, and customer interactions.**
- ☀ Establishing your brand's promise and the commitment you will make to your customers. ***THIS IS THE ONLY WAY TO build trust and credibility.***
- ☀ Your brand will evolve and you will have to be ***prepared to adapt as your business grows and conditions change.***





BRANDING IS AN HUGE INVESTMENT.

“ It takes money to MAKE MONEY.”



THE INVESTMENT

When branding your business, there are several key investments you should consider to ensure that your brand strategy is effective and impactful.

- Define your **brand's positioning, target audience, competitive landscape, and overall brand strategy.**
- **Developing a logo, visual elements, and design assets,** is an important investment. Branding agencies can help you create a visually compelling brand identity that reflects your brand's personality and resonates with your audience.
- Investing in a **professional website and online** presence is critical for establishing your brand's digital footprint
- **Allocating a budget for marketing and advertising** to build brand awareness and reach your target audience.
- Investing in training and aligning your employees with your brand values and messaging.
- **Protecting your brand through trademarks, copyrights, and intellectual property rights.**



HOW CAN I BRAND MY LIFE AND ALIGN IT WITH MY BUSINESS AND PERSONAL GOALS?

Just know this will involve a thoughtful and intentional approach to defining and communicating your brand.



Defining your personal brand. Consider your values, traits, and qualities that define who you are and how you want to be perceived by others. Think about what makes you unique, what you're passionate about, and the impact you want to have on the world.

ALIGN MY BUSINESS AND PERSONAL GOALS



If you are or considering being a business owner or entrepreneur, **your personal brand can influence how people perceive your business**, so ensure that there is consistency in the values, messaging, and image projected by both.



Consider the lifestyle you want to have and the goals you want to achieve. This includes work-life balance, health and wellness, personal development, travel, relationships, and other activities. Be specific about the kind of lifestyle you want to lead.



Integrate your personal brand into your lifestyle by embodying the values and qualities that define your brand. Be intentional about the choices you make, how you spend your time, the activities you engage in, the people you surround yourself with, and the causes you support.



HOW CAN I BRAND MY
LIFE AND ALIGN IT WITH
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ALIGN MY BUSINESS AND PERSONAL GOALS

LASTLY....



Authenticity is key to personal branding. Ensure that your lifestyle, actions, and communications are authentic and aligned with your personal brand. Because you will have to be consistent in how you present yourself.



Ensure that your personal and business goals are aligned with the lifestyle you want to lead. Set specific, measurable, achievable, relevant, and (SMART) goals that reflect your desired lifestyle and personal brand.

Personal branding is rooted in your ability to effectively communicate your expertise, connect with audiences, authenticity, and capitalize on your visibility and influence.

- ✓ Define your purpose and what you want to be known for.
- ✓ Establish consistent branding elements such as a personal logo, color scheme, typography, and imagery that align with your personal brand.
- ✓ A professional website, and social media presence, to showcase your expertise and insights.
- ✓ Professional photography, a professional branding stylist, and visual assets that represent your personal brand in a polished and professional manner.

ALIGN MY BUSINESS AND PERSONAL GOALS

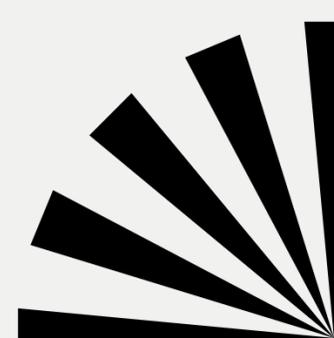
Regardless of whether you are a business, a professional, or an individual, you can cultivate and express your personal brand in various ways.

Yes, you can build wealth and success primarily through your personal brand rather than through traditional business ownership. In fact, you can leverage your expertise and public personas to create endless opportunities.

- If you are an Author and Speaker
- If you are a Media Personality (TV host,)
- If you are an Influencer and Social Media Personality
- If you are a Financial and Real Estate Expert...

You are ALL PERSONAL BRANDS.

So, don't think " Oh, I don't have a business. I don't need branding". **Aht. Aht. Yes, you do.**





Creating a strategy to achieve your 6 to 12-month goals involves careful planning and setting clear objectives.

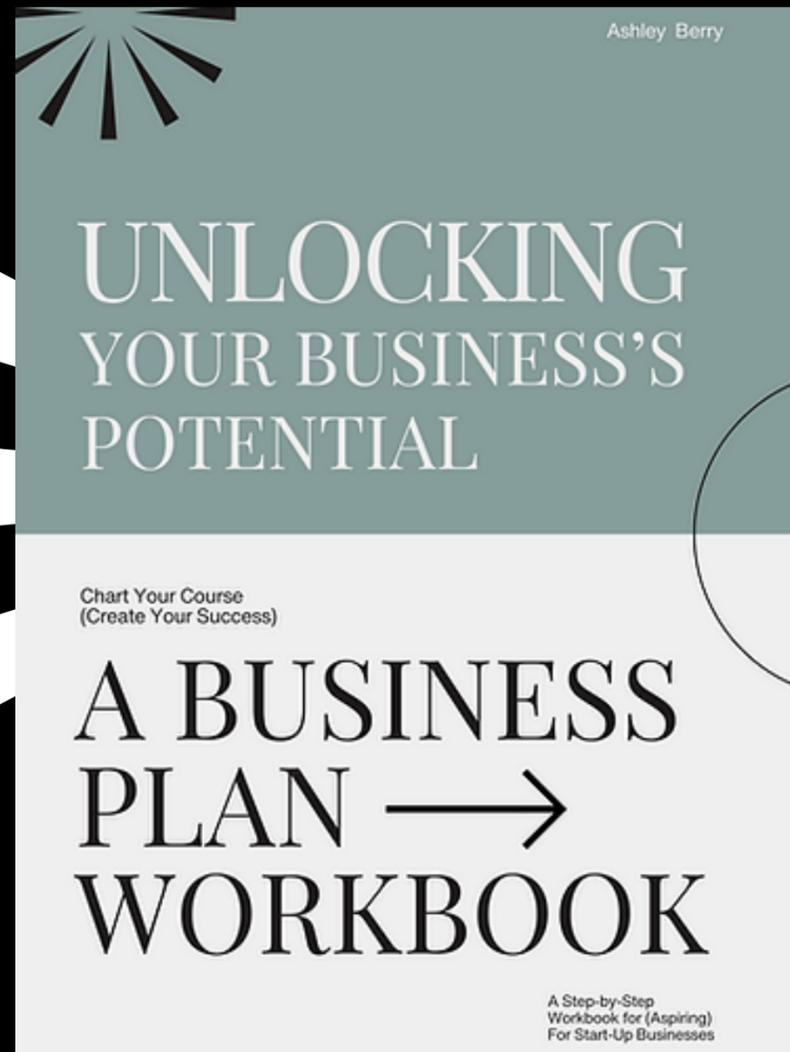
Here are the key steps to help you develop a strategy to complete your 6 to 12-month goals:

- **Begin by clearly defining your specific, measurable, achievable, relevant, and time-bound (SMART) goals for the next 6 to 12 months.** Your goals should be challenging yet attainable, and they should align with your overall vision and aspirations.
- **Divide your larger goals into smaller, manageable milestones or objectives.**
- **Outline the key activities and tasks that need to be completed to achieve each milestone and ultimately reach your goals.** Be as specific as possible and consider the resources, time, and skills required for each task.
- **Create realistic deadlines for each milestone and task.**
- **Determine which activities are most critical and prioritize them accordingly.** This will ensure that you focus your time and energy on the tasks that will have the greatest impact.



LASTLY....

- **Identify the resources you will need to execute your plan**, including financial resources, human resources, technology, and any other tools or support required.
- **Develop a timeline or action plan that outlines when each task or milestone should be completed.**
This will help you stay on track and monitor your progress over the 6 to 12-month period.
- **Track your progress and evaluate the success of your strategy.** Regularly assess your performance against these metrics.
- **Identify potential obstacles or challenges that you may encounter along the way and develop strategies on how you may overcome them.**
- Regularly review your progress, reassess your strategy, and make adjustments as needed.
- **Consider sharing your goals and strategy with a mentor, coach, or trusted individuals who can provide support and guidance, and hold you accountable for your progress.**



RESOURCES

Here's what you'll get:

1. Learn how to lay the groundwork for your business venture with practical, step-by-step guidance.
2. Navigate the complexities of business law and choose the right legal structure for your enterprise.
3. Discover essential resources and tools to streamline your operations and maximize efficiency.
4. Craft a compelling vision and mission statement to define your business's purpose and direction.
5. Identify your target market and carve out a unique space in your industry for unparalleled success.
6. Master the art of financial management and create a solid financial roadmap for your business.
7. Gain valuable insights through comprehensive assessments to fine-tune your business strategy.
8. Uncover a wealth of information on funding options, investment strategies, and more!
9. Prayers and affirmations to speak over your business!



THANK YOU SO MUCH FOR VIEWING!

NEED BRANDING?
SEE HOW WE CAN
WORK TOGETHER!

CUSTOM BRANDING & **WEBSITE DESIGNS**

SOCIAL MEDIA DESIGN & DIGITAL **MARKETING**

COROPRATE & **EVENT DESIGN**

BRAND PHOTOGRAPHY & **STYLING**

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RESOURCESS

