MAGNETIC BRAND FRAMEWORK

BUILD YOUR MAGNETIC BRAND AND BECOME A HIGHLY PAID SPEAKER

MY WHY

MY BRAND STORY

BRAND ELEMENTS

Brand Name

Tagline

Niche

Primary Font

Secondary Font

Colors

BRAND ARCHETYPES

1
2
3

SIGNATURE SYSTEM

Keys/Steps/Pillars/Principles

THE CLIENT JOURNEY

My Divine Client

Pain, Needs, Challenges, Obstacles, Problems

Aspirations, Ambitions, Goals, Desires, Hopes, Dreams

Why Are They Motivated to Change?

What Could Keep Them From Being Successful?

What Does Success Look and Feel Like?

MY BRAND KEYWORDS

NAME:

DATE:

BRAND your BRILLIANCE