



BRAND MASTERSS

Where Brand Meets Digital Transformation

How to make your Business a MEMORABLE BRAND in 30 days





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Determine
Your Brand Core



Build Your
Visual Identity



Tell Your
Brand Story



Show Up
Consistently



WEEK

1

Determine Your Brand Core

- Begin with clarity.
- Ask yourself:
 - What does your business stand for?
 - Who are you serving?
 - What sets you apart?

WEEK

2

Build Your Visual Identity

- Logo
- Color palette
- Fonts
- Design style (minimal, playful, luxurious)



WEEK

3

Tell Your Brand Story

- Why you began
- What issue you address
- How your path makes your business stand out
- Spread this tale on your website, social media, and pitch decks.

WEEK

4

Show Up Consistently

- Your brand is defined and designed. Now it's time to show up.
- Begin posting:
 - Behind-the-scenes stories
 - Client successes
 - Your thoughts, lessons, and values
- Consistency creates recognition. Keep the same brand tone and style in each post, story, caption, and email.