

FTE Digest

Jan 12, 2026



Last week was goated!

You're crushing it 🏆

- Everyone is crushing it
- Let's keep it up
 - #accountability
 - #cha-ching
 - #weekly-wins



This Week's Masterclass (Wednesday):

Branding for Clients

- I started working with a new client
 - Gonna show you the process of creating Brand Guidelines for your clients
- There's no one style that's perfect, editors who get paid \$\$\$ adapt to a specific client, their format & audience

