

# The Sunshine Effect

## Brand Strategy

# Mission + Values

The “why” behind your brand that deeply connects you to  
your work and clients

## What is your purpose?

- To be a source of light for women navigating their personal paths of purpose.
- To lift and guide others with tireless love.
- To be a loving catalyst for women to return to their power.
- To transform self-doubt into self-trust.
- To help women clear the noise of trauma and conditioning so they can hear the truth of their own desires.
- To resource and empower women to take confident leadership in their own lives and livelihoods.
- To bring women back to peace as the foundation for their growth, success, and joy.
- To guide women in building lives and businesses that feel aligned, embodied, and alive—not driven by burnout or approval-seeking.

## What do you believe?

- Being a force of love begins with how we listen to and honor ourselves.
- You can't carry your blessings to the world when you're burned out. Caring for yourself is a part of how you best serve others.
- We go farther when we are led by purpose, not by proving.
- You don't need to wait for permission to shine. You need to learn how to take the lead in your life.
- Confidence is built through taking imperfect steps forward.

# Community

All about the people you're here to serve

## Who are you in service to? What are their characteristics?

- Demographics - Age: 20s-30s, Gender: Largely female, but not exclusive, Generally Los Angeles-based.
- They know they're meant for more but aren't sure what that looks like yet.
- Often working jobs that pay the bills but don't light them up.
- Curious about wellness, spirituality, and entrepreneurship. They follow inspiring creators but haven't yet built real momentum in their own life.
- Thinking about starting something of their own—a creative business, or a new chapter infused with more purpose—but feel lost on where to begin.
- Smart, capable, and full of ideas, but inconsistent in action and low in confidence. They get distracted or discouraged when things don't click immediately.
- Value freedom, creativity, and authenticity but lack the discipline or structure to sustain a life rooted in those values.
- They second-guess their dreams when they compare themselves to friends or people on social media who are “further ahead.”
- They’re drawn to spaces that make them feel seen, inspired, and included.
- They have a big heart and want to help others. They just haven’t yet learned how to help themselves first.
- Often approaching transitional seasons: leaving old jobs, identities, or relationships that no longer fit.

## Where Do They Want to Get? (*Desired Outcome*)

- Clarity on their path and purpose: knowing what they're here to do and how to start.
- A sense of confidence and momentum.
- Emotional balance and renewal after periods of burnout, comparison, or chaos.
- A self-led, fulfilling career or business that reflects their values and creativity.
- Financial stability that doesn't sacrifice freedom to travel, create, and live intentionally.
- A supportive community that mirrors their growth, inspires aligned action, and encourages brave steps forward.
- To feel proud of who they're becoming: consistent, radiant, and in control of their life.

## What They Struggle With in Getting There:

- Discipline & Consistency: Wanting results without sustainable habits.
- Self-Doubt: Believing others are more “ready” or capable than they are.
- Distraction: Using social media, drinking, couch rotting, or constant socializing to soothe exhaustion and avoid the discomfort of soberly looking at where they are at.
- Fear of Failure: Giving up when something doesn’t come easily; thinking that a few failures mean their goal isn’t possible.
- Lack of Support: Few people around them understand their vision or encourage change.
- Overwhelm: So many ideas, so little structure. They don’t know where to start.
- People-Pleasing: Staying tied to old versions of themselves to keep the approval of peers.
- Using Old Strategies That Lead to Burnout: Trying to “push” their way to success instead of creating from a space of internal peace.

## What do they want to feel?

- Clear, capable, and confident in their choices.
- Inspired by their own potential, and motivated to move towards it.
- Proud of their progress.
- Grounded by daily habits that support their well-being.
- Free from overthinking and ready to act.
- Like they are finally becoming the woman they've felt they are meant to be.

## What do they need?

- Simple tools and rituals to build confidence, clarity, and momentum.
- A safe, encouraging space to begin their transformation.
- Loving accountability that calls them forward without judgment.
- Mindset and somatic practices that reconnect them with their body and intuition.
- Reminders that it is safe to be seen, to forge their own path, and to slow down.
- Guidance that blends healing with action: spiritual depth and practical structure.
- Mentorship that reminds them they already have what it takes...they just need to start walking their path.

# Stages of Awareness

The journey your clients travel through in order to arrive to the mental space where they can say an enthusiastic “yes!” to your support

# The Sunshine Effect

# Stages of Awareness

“Life feels busy and dull. I’m just getting through the days.”

But then I realized...

“Maybe there’s a way for me to spend my time and energy actually doing what I love, and not feel exhausted at the end of the day.”

“This path is draining me, and it’s not even taking me where I want to go.”

But that’s not my reality. I must have a problem...

“I know I’m capable of leading my life in a more aligned direction. I just need the right guidance and environment.”

I’m going to look for a solution...

“I can’t keep betraying myself just to cling onto the semblance of safety and belonging.”

“It’s okay that I got stuck. It’s not too late for me. I’m ready to start again.”

“I’m ready to really believe in myself, and I trust Sunshine and this community to help me take this next step.”

I’ve found the right solution for me...

Problem Unaware: *This is just how life is*

“Life feels busy and dull. I’m just getting through the days.”

- She’s functioning but not fulfilled.
- There’s a low hum of dissatisfaction under her daily routine. Little stressors are annoying, but normalized.
- She tells herself she doesn’t have time for hobbies or creative passions.
- She’s constantly tired, disconnected from her body, and lacking self-love.
- She goes out with friends to escape, not to recharge.
- A part of her knows she’s meant for more, but the thought of taking responsibility for it feels heavy when she’s already running on empty.
- Everyone around her complains about the same old things. Griping is the baseline

**Head Nod:** *There's another possibility out there for me...*

“Maybe there’s a way for me to spend my time and energy actually doing what I love, and not feel exhausted at the end of the day.”

- She sees another woman her age building a business, traveling, glowing from the inside out and it sparks curiosity.
- She sees women making good money, and making their own schedules, doing work that looks fun, creative, and meaningful.
- She feels a flicker of envy that’s actually inspiration.
- Her comfort zone begins to feel a bit boring, dusty, and small as she is exposed to other ways of being.
- She’s realizing her worth has been tied to productivity when her confidence tanks on a slow day.
- She picks up a creative hobby that is an inspiring challenge and leaves her wanting more of that flow state feeling.
- She starts to see how a part of why she feels so drained is because she doesn’t actually care about the job she gives all of her time and energy to.

## Problem Aware: *I have a problem*

“This path is draining me, and it’s not even taking me where I want to go.”

- The awareness of the toll her lifestyle is taking sets in, and it hurts. She’s tired, achy, and emotionally drained.
- She realizes that her comfort zone is draining her.
- She can’t see a sustainable future in her current path. The pay isn’t nearly enough for the effort is asks of her and the emptiness it leaves her with.
- She’s plateauing and scared she’ll be stuck here forever.
- Her peers reinforce the same old patterns, keeping her looped in the familiar.
- Her friends don’t inspire her growth anymore; conversations leave her feeling dull
- Small passions that once brought joy feel impossible to prioritize because she’s as tired as she is scattered.

**Point of Highest Tension:** *The pain of staying the same is becoming worse than the pain of changing*

“I can’t keep betraying myself just to cling onto the semblance of safety and belonging.”

- Life has lost its spark. She dreads waking up to a morning routine that feels like autopilot: hitting snooze, doomscrolling herself awake, chugging coffee, and rushing to a job she dreads.
- Her body begins to reflect her lifestyle: tight shoulders, dull skin, low energy, headaches, mental fog.
- Weekdays blur together, fueled by caffeine and social obligation, leaving her exhausted and uninspired.
- Nights out at the familiar bars feel hollow.
- The discomfort in her body and emotions begin to speak too loudly to ignore.
- She feels a wave of hot shame each time she passes the pile of laundry that’s been sitting on her couch for a week and a half, or the sink fill of dishes. The unsustainable pace of her days is beginning to show in her environment.
- When she tries to focus on the business idea that’s been in the back of her head for years, she just ends up spiraling on all the reasons why now isn’t the time.
- She’s stuck in that sticky place where she knows what she’s doing is no longer working, but she’s scared and doesn’t know where to begin in making a change.

**Solution Aware:** *I'm going to do something about this...what are my options?*

"I know I'm capable of leading my life in a more aligned direction. I just need the right guidance and environment."

- She's finally done waiting for something external to shift. She realizes that change has to start within.
- She's ready for transformation, but she needs someone to show her what that looks like.
- She's listening to podcasts, saving motivational reels, taking more yoga classes, trying on positive affirmations, and signing up for personal-growth workshops she finds in her community and online.
- She's asking herself: Should I spend money on a coach or just binge motivational YouTube videos? Do I need to invest in a program or can I just figure it out from podcasts and TikToks?
- She wants to heal and grow, she just doesn't know what path to trust with her investment of limited time, money, and energy.
- She's realizing the need for structure, accountability, and the right community.

**Forgiveness:** *Where do I need to give myself grace in order to move forward?*

“It’s okay that I got stuck. It’s not too late for me. I’m ready to start again.”

- She realizes rejection was redirection as the divinely aligned nature of her path is revealed. Everything happens for a reason.
- When lessons from past failures come in handy, she understands that trial and error is an important part of learning.

## What she needs to hear:

- “Your patterns were formed in survival. Give yourself compassion, not shame.”
- “It’s okay that you didn’t start sooner. You’re starting now, and that deserves to be celebrated.”
- “You’ve been pushing so hard for so long. Give yourself permission to soften. That’s the energy that opens the door to real transformation.”

## Product Aware:

**"I'm ready to really believe in myself, and I trust Sunshine and this community to help me take this next step."**

- The energy in this community is warm, real, and confident. It's not about perfection, it's about showing up together.
- Sunshine reminds her that change starts within, but she doesn't have to walk alone.
- She sees other women who have stepped onto their path. These women look like her, talk like her, and are leading with love—and welcoming her to do the same.
- She knows this community will call her higher and keep her accountable.

# Offerings

A clear description of the solutions you offer

## 1:1 Coaching

Format: Single session or 3-month journey

Focus: Personalized guidance to clear mental and emotional blocks, rebuild confidence, clarify goals, and create a plan for aligned action.

What it helps with:

- Getting unstuck and clarifying your next step
- Building beginner business structure or direction
- Releasing self-doubt and perfectionism
- Creating new daily rhythms that support your goals
- Feeling accountable and supported while starting something new

## Retreats

Weekend or longer immersive experiences designed to help women release old identities, remember who they are, connect with others walking a similar path, and discover new insight and tools that bolster what they're creating.

Elements may include:

- Intention setting + reflection circles
- Somatic and movement sessions (yoga, dance, breathwork)
- Journaling and creative visioning
- Guest coaches and trauma-informed facilitators
- Skill-building workshops
- Brand collaborations and sponsored experiences or goodies

## Events: The Golden Hour & The Lunar Room

Consistent in-person gatherings (Los Angeles + beyond), generally 1-4 hours long, that foster new connections, grow your audience, and cultivate a sense of belonging, inspiration, and empowerment.

- The Golden Hour:
  - A women's circle-style gathering that blends mindset coaching, storytelling, and networking.
  - Sunshine leads a brief motivational talk.
- The Lunar Room:
  - A slower, more introspective space featuring yoga, sound, or guided meditation.
  - Co-facilitated with guest healers and creative leaders.

*Mentorship, retreats, and other relevant offerings can be presented to this audience of quality leads who may wish to go deeper.*

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## Affiliate & Partnership Network

Resourcing your clients with trusted, high-quality offerings beyond your own.

- Product partnerships with wellness and lifestyle brands.
- Service referrals and finders fees for aligned coaches, healers, and creators.

Promoted via social media, word of mouth, announcements at events, and text blasts.

## Future Possibilities (In Development)

- Merchandise: Calendars, journals, stickers and more featuring the visual brand and uplifting messages.
- Online Courses: Self-paced resources on confidence, emotional healing, leadership, business strategy, and aligned lifestyle practices.
- Cohorts: Simple group challenges (1 week, 10 days, 30 days) where women come together to take small consistent steps towards their wellness, confidence, and/or business goals.
  - Can also be a freebie that introduces your audience to paid offers

# Branding Statement

Your elevator pitch that says it all

The Sunshine Effect helps women move from burnout to alignment through simple rituals that build confidence, clarity, and momentum towards a radiant life.

- Glow from the heart.
  - Discipline is self-love in motion.
  - Move like it's already yours.
  - You're allowed to want more ease.
  - Radiance is yours.
  - Real power doesn't have to push or prove.
-

Sunshine Rae is a catalyst for women who are ready to create a life centered on their purpose. Through a blend of wellness, mindset, and foundational business strategy, she helps women clear the noise of trauma and conditioning so they can hear the truth of their own desires—and actually take steps to build businesses, friendships, and lives that feel aligned.

On a mission is to be a source of tireless love and encouragement for women with dreams in their hearts, her guidance offers a reminder that cultivating well-being and inner-peace is the foundation for growth, success, and a life filled with joy. The inspiring community of women under her wide wings know, and practice, that caring for themselves is how they best serve the world.

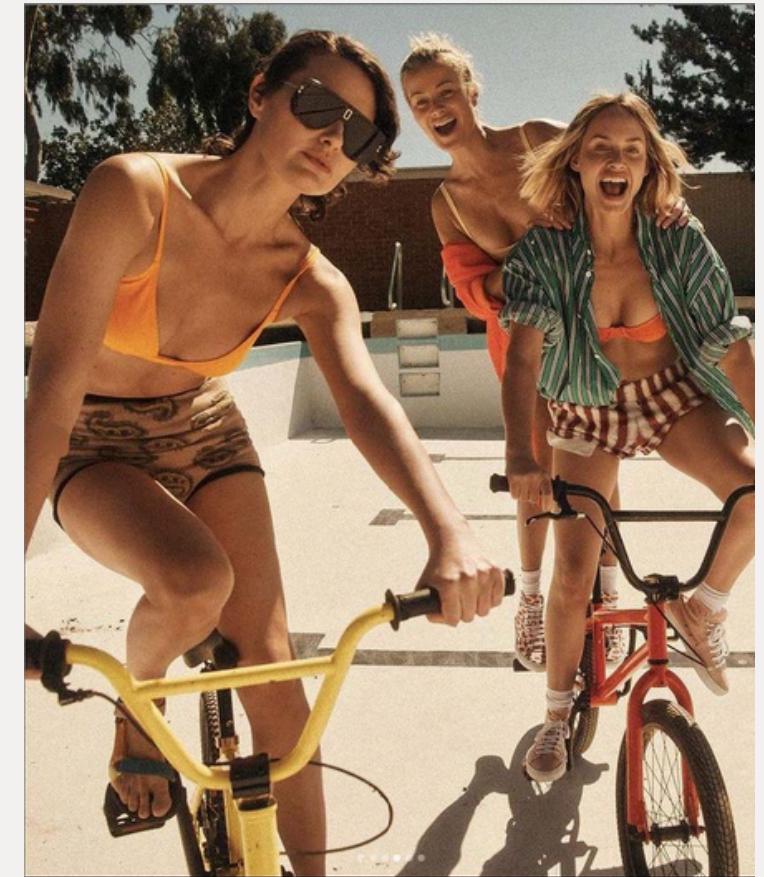
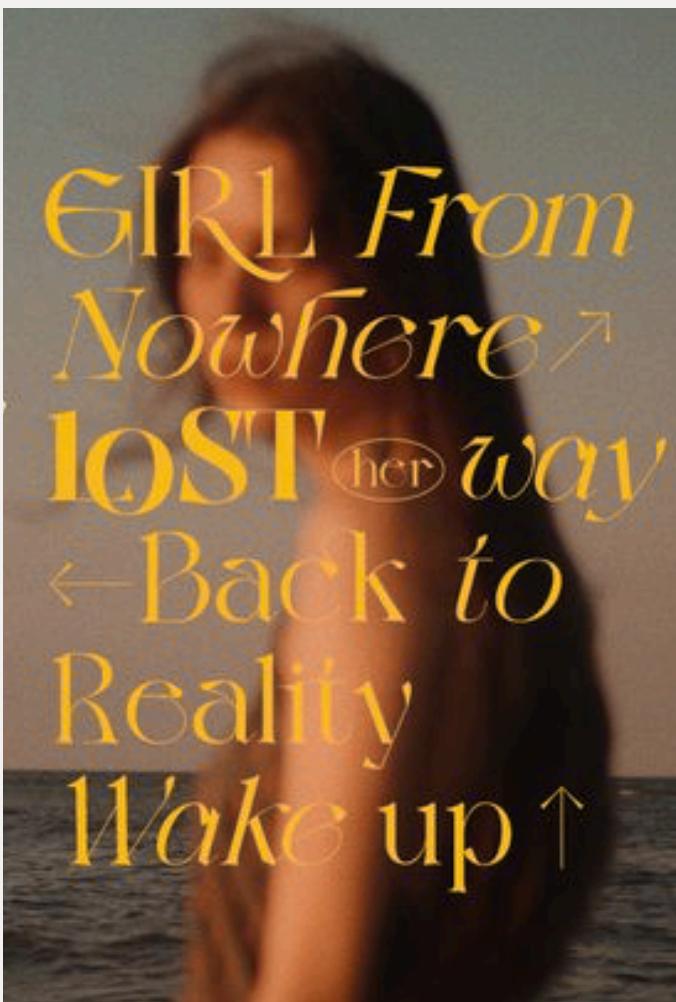
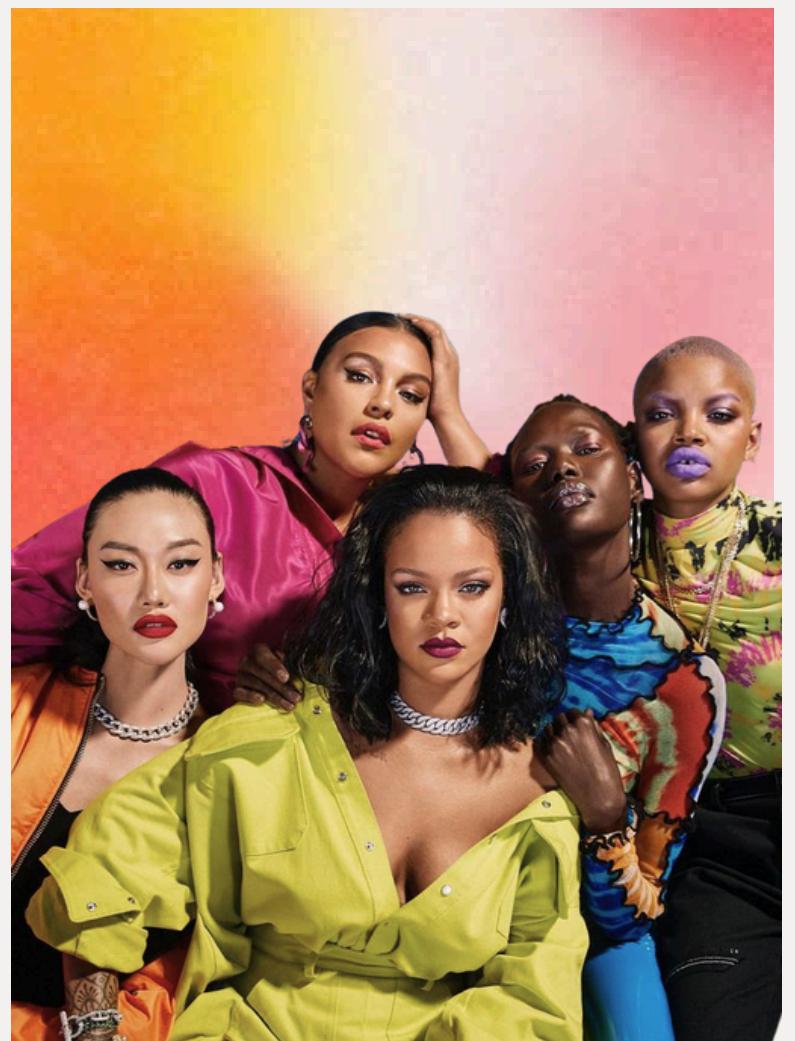
Sunshine empowers women to take those first imperfect steps forward: resourced, rooted, and ready to glow from the heart.

# Design Approach

The aesthetic blueprint that brings the essence of your brand to life

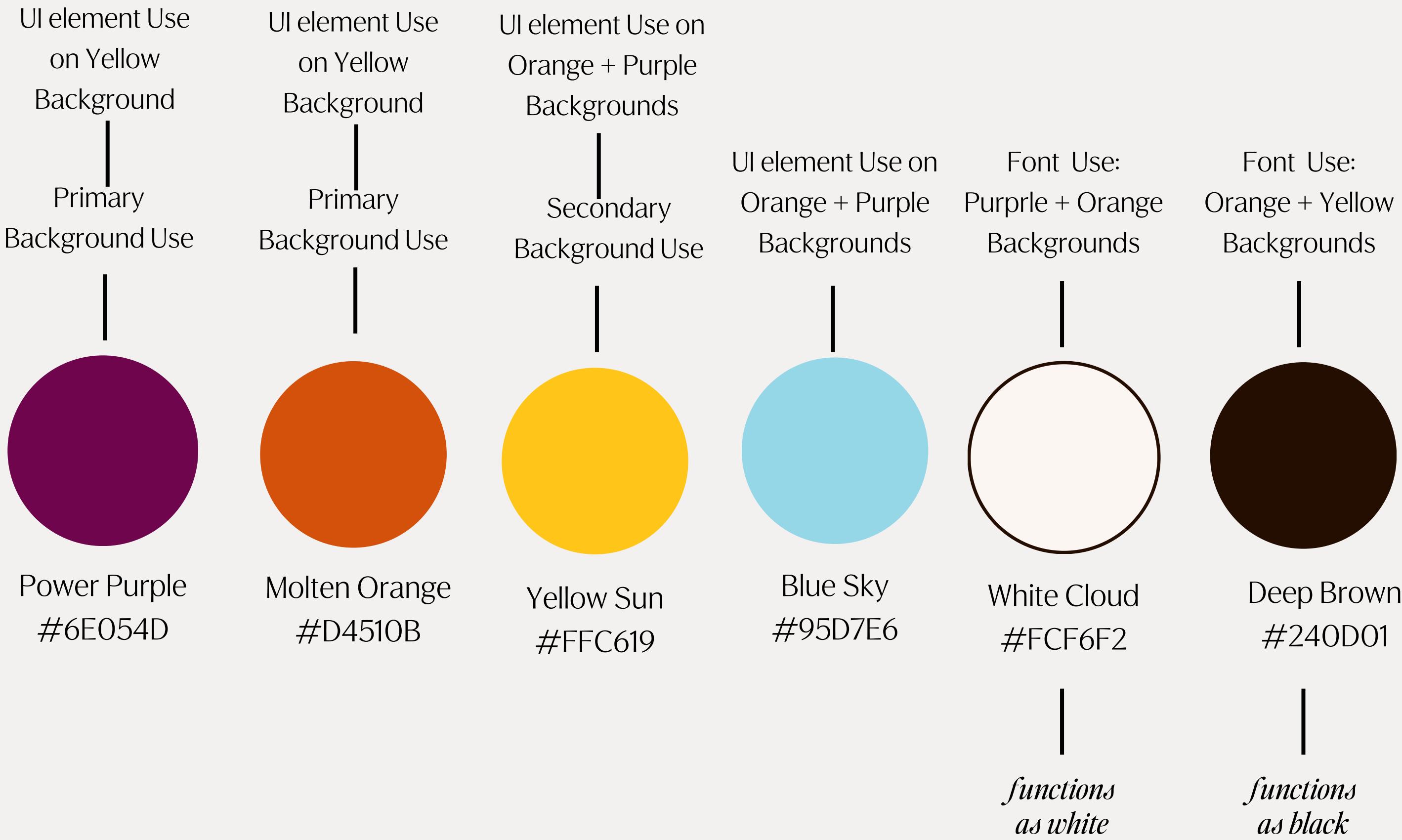
# The Sunshine Effect

# Moodboard



# The Sunshine Effect

## Color Palette



Correct Use:



Inorrect Use:



**RADIANCE  
IS YOURS**

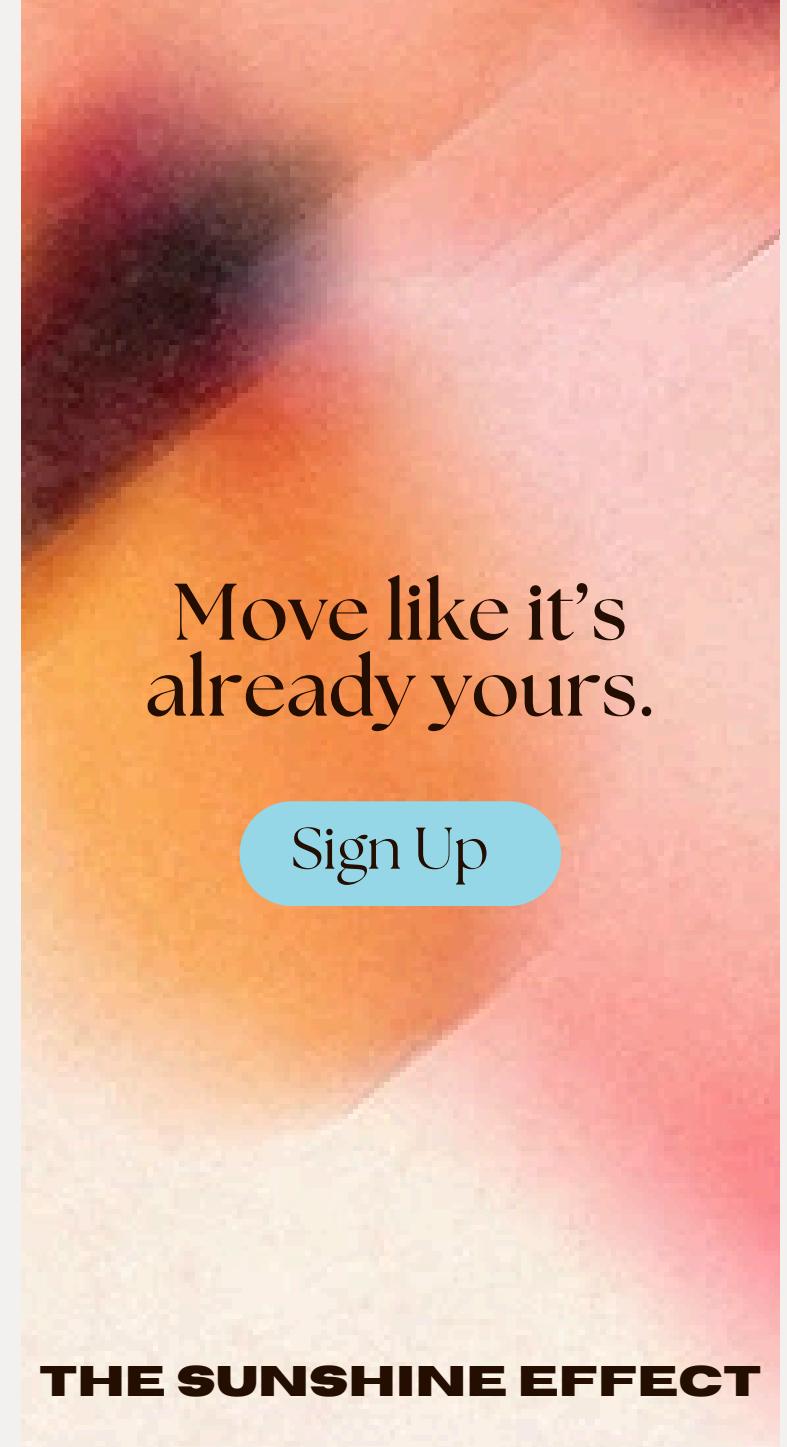
The Sunshine Effect



Move from burnout to alignment through simple rituals that build confidence, clarity, and momentum towards your most radiant life.

[Sign Up](#)

**GLOW FROM  
THE HEART.  
GLOW FROM  
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GLOW FROM  
THE HEART.  
GLOW FROM  
THE HEART.**



Move like it's already yours.

[Sign Up](#)

**THE SUNSHINE EFFECT**

Belvare (H1,H3) + Laro Soft Bold (H2, H4) + Poppins (P1-4)

Generally used  
in all caps

# THE SUNSHINE EFFECT

## GLOW FROM THE HEART

Can be used in all  
caps or uppercase  
interchangeably

Sunshine Rae is a catalyst for women who are ready to create a life centered on their purpose. Through a blend of wellness, mindset, and foundational business strategy, she helps women clear the noise of trauma and conditioning so they can hear the truth of their own desires.

Body text generally  
centered or left aligned

What is the underlying set of principles that guide your visual expression as a brand?

- Visual mood: warm and energizing with pockets of peace
- Design Balance: 60% Warm + Playful, 30% Ethereal, 10% Bold
- Solid backgrounds with collage elements (poppies, hands reaching, faces)
- Short, bold headlines and phrases
- Blurry floral photos as backdrops with a poster-style block over it or simple text overlay
- Woman-forward photography featuring individuals and groups of diverse background and expression—portraiture and group activities

# Outreach Strategy

Suggested methods to connect with your  
audience both on and offline

Content Pillars: *The problems and solutions you speak to in written and visual content*



## Content Pillars: *The problems and solutions you speak to in written and visual content*

### Wellness

- Everyday Self-Respect: Tending to your environment, your routines, and your mindset with discipline as acts of devotion that set the tone for everything else.
- Movement as Medicine: Sharing the emotional and energetic benefits of moving your body.
- Creating Stability: Choosing a lifestyle that honors healthy eating, rest, and a sustainable pace with work and socializing.

### Business Strategy

- Beginner Foundations: Empowering women to define what they want, clarify their offers, and take the first step toward building something of their own.
- Aligned Action: Practical ways to organize time, manage energy, and move ideas forward without self-sabotage or overwhelm.
- Authentic Marketing: Showing up online or in community in a way that feels true to your values and self-expression.

### Self-Improvement

- Trauma Awareness: Bringing light to the massive role past trauma can play in blocking one's success if not met with proper care and intentional release.
- Cultivating Courage: Sharing tools and reflections that help people move through self-doubt, people-pleasing, and fear of change.
- Community & Connection: Highlighting the power of surrounding yourself with women who hold you accountable and inspire your highest self to take the lead.

## Local Partnerships + IRL Presence

→ Anchor your brand in real community.

- Pin branded flyers for “The Lunar Room” or “The Golden Hour” events.
- Partner with local wellness studios, co-ops, and boutique fitness/yoga spaces for events and co-hosted workshops.
- Offer to lead a short talk or meditation segment at partner gatherings.

## Events

→ Cast the net wider through experiences that leave people feeling lit up, connected to community, and in motion towards their goals.

- Use free or low-ticket gatherings (like The Golden Hour or The Lunar Room) to attract new women and introduce them to your approach and offerings.
- Collect emails or phone numbers on-site or via RSVP to invite them deeper into your community. Always follow events with communication.

## Podcast Presence

→ Short-Term: Be a guest.

- Appear on podcasts that speak to wellness, self-development, and women interested in starting a business—especially those that have strong listenership in L.A.
- Prioritize spaces that feel conversational and heart-led; like good friends hanging out and talking about what matters.
- Talk about your story of healing from burnout, rebuilding confidence, and choosing peace.

→ Long-Term: Host your own show.

- A safe, relatable, uplifting space to talk about the real process of self-leadership, confidence, and emotional growth.
- Could start small; short “voice note” style episodes that deliver small doses of motivation.

## SMS List

→ Build bff-level intimacy (without relying solely on social algorithms).

- Texts that read like little love notes—quick doses of motivation or grounding wisdom.
- Frequency: 1-2 times per week
- Include soft invitations (“If this Rumi quote resonated, join us at The Moon Hour this Sunday. Our 30 minute sound bath will feel like a full-body exhale🌟”).
- Build your list through event sign-ups

## Email Newsletter

→ Nurture community and sell products and services.

Approach:

- Consistent Bulletin: Send a regular newsletter once per month or every two weeks featuring:
  - A short personal note to inspire readers.
  - A few curated recommendations: books, podcasts, wellness tools, or resources you're loving.
  - Updates on upcoming events or offerings.
  - A warm reminder of how to stay connected: Instagram, SMS updates, or upcoming free gatherings.
- Special Blasts or Sequences:
  - As needed, send dedicated emails to promote upcoming events, retreats, or mentorship programs.
  - Include real stories and genuine encouragement instead of "hard sell" copy

## Social Media - Instagram primarily, cross posted as relevant

→ A steady presence at a pace that feels good.

- Inform the general messages of the content from content pillars. Lean into the content throughout the brand deck to tailor your messages to your audience's journey and values.

Video:

- Short lifestyle video (pouring tea, event footage, journaling, making bed, sunlight flickers, yoga) looped with a singular motivational message via voiceover and/or text
- Pep talks and empowering reframes to the camera, like you're talking to a dear friend
- Clips of your responses from recorded interviews

Carousels

- Break down knowledge you wish to share into slides that users can swipe through.
  - Ex: Accountability is the missing piece, There's a reason your comfort zone is beginning to drive you crazy, Don't buy your LLC before you do the inner work.
- Storytelling: Struggles and successes on the path towards an aligned life.
  - Ex: I finally quit the job that had been draining me for a decade—here's how, My client thought she wasn't ready to start teaching yoga...now she's opening her own studio, Did you know Vera Wang didn't start designing until she was 40?

## Social Media - Continued

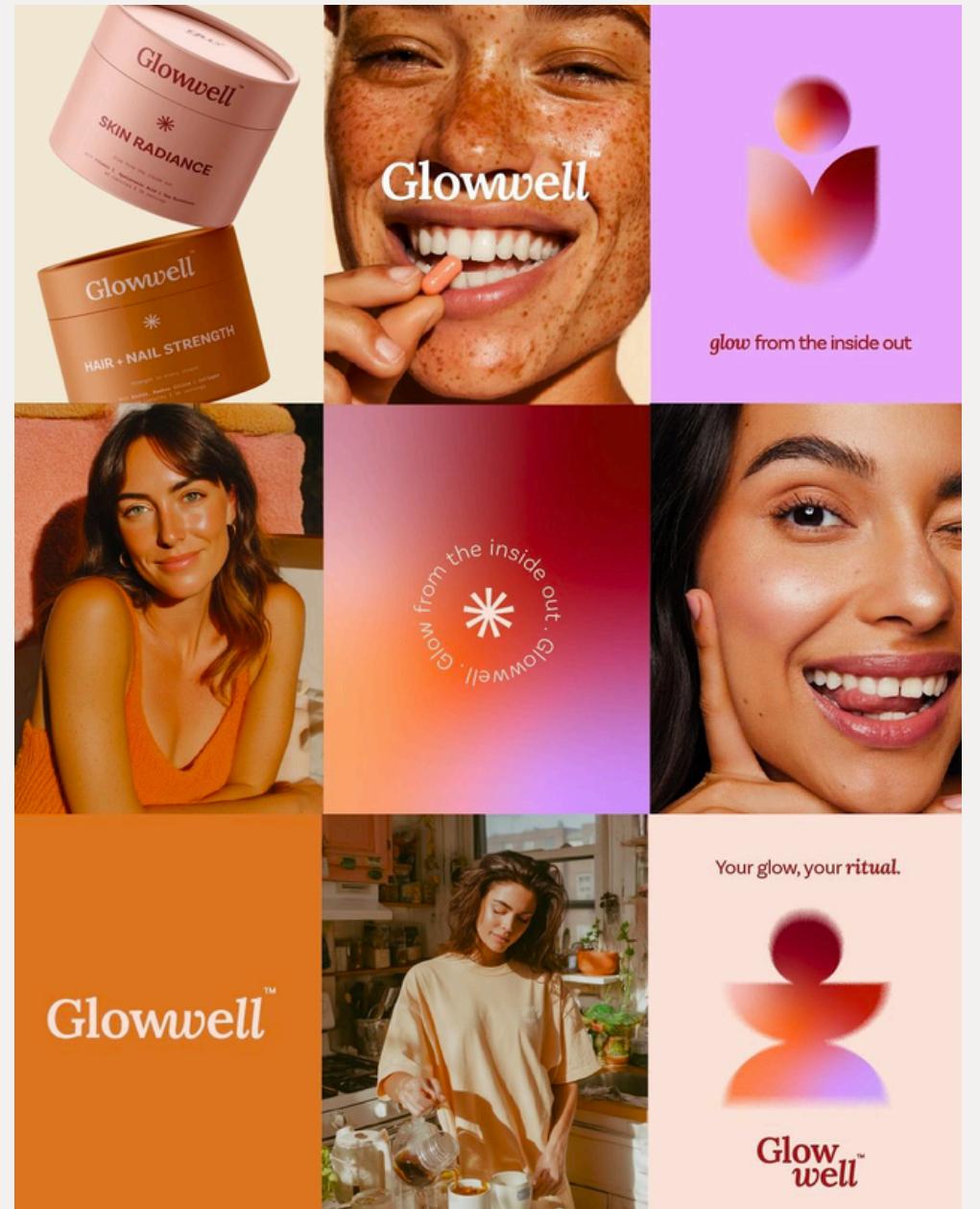
Memes: Embrace the playful side of the brand with aspirational images women in your community might pin on their vision boards, and pair with blurbs that are equal part inspiring and cheeky.

Stories: Build casual, everyday connection

- Small glimpses of how you're running your day or week (daily checklist)
- Behind-the-scenes moments of building your own aligned life
- Encouraging messages via text or brief talk-to-camera check-ins
- Wellness tidbits you want others to know about (New protein bar brand, Why fiber is important, Sleep tips, How to know when to say no to social plans)

# The Sunshine Effect

# Outreach Strategy: Visual Inspiration



## Attitude to ease investment:

*Infuse these approaches throughout messaging to remind buyers of the deep and far-reaching impact of their investment*

- You don't need to have it all figured out before you start. You learn by doing. You rise by deciding that you're done waiting for the perfect moment.
- You're not just saying yes to a [retreat, coaching package, etc.]—you're choosing to become the version of you who follows through.
- The more you pour into yourself, the more life pours back into you.
- If you want different results, you have to make different moves. Your next-level self makes braver choices than your old patterns will allow.
- The cost of staying stuck is way higher than the cost of moving forward. A year from now, you'll either be proud you said yes, or wishing you had.
- This isn't a splurge, it's a signal to your nervous system that you're safe to grow, safe to take up space, and safe to want more.
- Money spent on your alignment multiplies.
- You don't have to do this alone. You're stepping into a room full of women who will remind you what's possible every time you forget.