



## Welcome to BrandTwist!

Our passion is all things brand. Specifically building brands that add real business value and doing it in a way that is fun, interactive and that creates unique and relevant solutions by looking at things from new and different angles (hence the Twist).

## ENTREPRENEURS

A strong brand is an entrepreneur's secret weapon. It can help you focus and extend limited resources and stand out from the completion. You don't need to pay exorbitant consulting fees to build a kick-ass brand. We give you the tools and training to do it on your own. We've designed a suite of accessible products that give you the advice you need to build a strong brand. After all, your entrepreneurial brand is a reflection of your personal vision, so who better to bring it to life than you?

### Brand Strategy Framework

Any well conceived brand strategy answers the following four deceptively simple questions:

- 1.WHO are the most important targets for the brand?
- 2.WHAT is going to compel them to choose and stay loyal?
- 3.WHY should these high-priority targets believe?
- 4.HOW Is the brand felt in every touch point/ transaction?

At BrandTwist we work with entrepreneurs to uncover the insights and build the solutions for each of these questions that allow us to create together differentiated and relevant brands.

### Brand Health Check

Your Brand Idea should influence every single decision you make from communications to product development to HR policies. However, often in the evolution of a brand, corners get cut and the result is that many businesses end up leveraging brand well in some areas, and missing the boat in others. The Brand Health Check allows you to get an objective read or where your brand is working hard for your business and where it can and should be strengthened. It can be performed as a stand- alone service to help you prioritize and highlight where to focus your branding energy and budget or it can be the first step in a larger engagement.

## **Brand School Master Class**

This program is specifically designed for busy entrepreneurs who are ready to get serious about brand building. The 8 session program is limited to 10 students through a private online community who have exclusive access to video lessons, interactive exercises, live weekly office hours and one-on-time with Julie. It's perfect for people who have set clear income goals for their business for the next 12-18 months and are ready to invest time and money to build their brand. Here's what you'll be exposed to:

- **Session 1: Diagnose Your Brand**  
Focus on your most pressing pain points – identify the areas for big impact
- **Session 2: Identify your Ideal Target**  
Discover your most profitable target and understand what moves them to act
- **Session 3: Build Your Brand Foundation**  
Solidify your brand's Strategic foundation – a unique Brand Promise and Pillars
- **Session 4: Unleash the Power of Words**  
Make your brand heard through distinctive names, tag lines and tone of voice
- **Session 5: Use Social Media and Design to Shine**  
Master web, graphic design and social media to make your Brand come alive
- **Session 6: Innovate with a Twist**  
Create fresh product and service ideas by TWISTING with your favorite brands
- **Session 7: Craft your Brand Story into a Best Seller**  
Help people get you right away with a compelling personal and company pitch
- **Session 8: Road test your New and Improved Brand**  
Pull it together into a Brand Framework and start driving your brand to success

To see if you qualify for a spot in our Master Class, go to [BrandSchoolOnline.com](http://BrandSchoolOnline.com) and fill out a qualification survey for a Free Brand Health Check. All Master Class students must first complete a Brand Health Check with Julie to be eligible for a seat in the class.

## **1 on 1 Brand Coaching**

Our unique one on one coaching is a great way to get the advice you need in a customized and efficient manner. It's perfect for start-ups and individual entrepreneurs.

Brand Coaching consists of a minimum of 5 (and a maximum of ten) sessions. These can be conducted in person (if located in NY), over the phone or with Skype. They can also be conducted in full or ½ day Power Coaching sessions.

Before engaging in a program we set up a Free Brand Health Check to determine the stage of brand development and the most pressing branding needs. After that we will design and agree to a customized coaching plan.

We aim for one week between each session, during which time participants are asked to complete Brand Exercises which are reviewed by the coach prior to the session and then discussed live with the participant.

## **Personal Branding**

Personal branding is the process by which individuals and entrepreneurs differentiate themselves and stand out from a crowd by identifying and articulating their unique value proposition, whether professional or personal, and then leveraging it across platforms with a consistent message and image to achieve a specific goal. It's how individuals can enhance their recognition as experts in their field, establish reputation and credibility advance their careers, and build self-confidence. The key to effective personal branding is defining gaps and inconsistencies between one's personal narrative and the desired professional image and then working to narrow these gaps by building missing expertise, turning negatives into opportunities or simply learning to edit out those parts of the story which are not cohesive or adding value.

## **Brand Buy-In Investor/Pitch Presentations**

We rarely get a second chance to make a first impression. An important aspect of branding of new ideas is to make sure you are always ready to seize an opportunity to share your idea with potential stakeholders. These could be funders, partners, future employees and press. The important thing is that you are able to quickly and powerfully communicate what your brand stands for and get people excited about your idea in a limited amount of time. Our Investor presentations help you tell your story in a compelling way that powerfully and directly expresses the potential of your brand so you can get others to sign up for the journey with you.