

Brand Builder Workshop Series

Who it's for:

- For entrepreneurs ready to build a personal brand
- For entrepreneurs ready to build their company brand
- For entrepreneurs & their teams ready to reposition and rebuild their brand
- Founders rebranding or repositioning their business
- DIY business owners who need expert guidance to get it right



WORKSHOP 01

Brand Strategy

Lay the foundation for a thriving business by defining your brand purpose, positioning, audience, and core message, so every decision you make is aligned and intentional.

WORKSHOP 02

Brand Development

Learn how to customize one of our brand template kits by shaping your verbal identity (tagline + messaging) and creating a cohesive visual identity (logo, colours, fonts).

Brand Review Sessions

Each participant receives a personalized 30-minute brand review to refine their strategy and identity with expert feedback before moving into activation.

WORKSHOP 03

Communicating your Brand

Discover simple frameworks to confidently communicate your brand in any setting and craft your soundbite (elevator pitch) while adapting your pitch deck templates.

WORKSHOP 04

Market-readiness

Bring everything together by preparing your brand for launch, activating your new messaging, visuals, and communication tools so you can show up consistently and confidently.

Outcome

Participants will come away with a brand that helps them get started on the right foot while they find their place in the market.

Bonus: Group mentorship 1 month after for support

Capacity

10 – 15 businesses
(2 people per business)
Additional seats are available upon request