

FOUNDATIONAL BRANDING

My intensive and proprietary system includes the '5 Cs' of branding:

01. Brand Core

- 1.1 Brand Purpose
- 1.2 Brand Vision
- 1.3 Brand Mission
- 1.4 Brand Core Values

02. Brand Character

- 2.1 Brand Archetypal Persona
- 2.2 Brand Adversaries
- 2.3 Unfair Advantage
- 2.4 SWOT Analysis

03. Ideal Customers

- 3.1 Ideal Customer Archetype (ICA)
- 3.2 ICA Characteristics
- 3.3 ICA Problems + Your Solutions
- 3.4 Brand Benefits (3 layers)

04. Brand Communication

- 4.1 Brand Voice Profile
- 4.2 Brand Tone
- 4.3 Brand Vibe
- 4.4 Brand Phraseology + Lexicon

05. Claiming Your Position

- 5.1 Competitor Analysis
- 5.2 Positioning Statement
- 5.3 Manifesto
- 5.4 Brand Strategy Guide

CONSULTING

I will be consulting regularly with you via email and the project management system throughout the project journey. This is included in your investment and is at **no additional charge** to you. A final call to go over everything at the end is also included.

CONFIDENTIALITY

All work will be organized and shared through a secure project management system. You will receive an invitation when the project kicks off. Everything will be housed there for easy access.

DELIVERABLES

Your deliverable consists of a completely defined brand presence encapsulated into a custom designed PDF which will be delivered to you via email at the end of the project.



INVESTMENT

Epitome

Includes Foundational Branding + Custom Designed Brand Guide. *No Copywriting included.*

Option 1: Two payments of \$1200 [Total cost \$2400]

Option 2: Pay in full in advance, one payment of \$2200 [Save \$200]

IN PROJECT A LA CARTE ADD ON MENU

**Note these rates are exclusive to you and have been reduced as part of the project. These do not reflect public pricing and will expire once your project has commenced. Prices valid through December 2021.*

√ Add a [business name](#) \$450

√ Add a [business brand tagline](#) \$450

√ Add a [personal brand tagline/epithet](#) \$450

√ Package: Add a business name **and** either a tagline or a personal epithet for \$800

√ Personalized phone or Zoom [consulting](#) \$97/hour **during** the project

If you have any questions or need to add anything else, reach out at Melissa@MelissaBolton.com.

Results: A brand presence that's fluid, consistent, and unmistakably yours.

Timeframe: I anticipate this being a 4-5 week long endeavor.