



MELISSA BOLTON

BRAND THERAPIST®

est. 2010

Epitome

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
- 5.3 Manifesto
- 5.4 Brand Strategy Guide

CONFIDENTIALITY

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

DELIVERABLES

Your deliverables consist of a completely defined brand presence encapsulated into a beautiful, custom designed 30-40 page PDF download which will be delivered to you via email at the end of the project.



INVESTMENT

Epitome

Includes Foundational Branding + Custom Designed Brand Guide

Your investment for this complete foundational branding experience is \$4,200.

Payment in full is due in advance. *I no longer offer payment plans.*

**No logo or visual branding elements included. Copywriting offered separately.*

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

√ Add [copywriting](#) (priced individually by need, just ask)

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

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

Timeframe: I anticipate this being a 4-6 week long endeavor.