



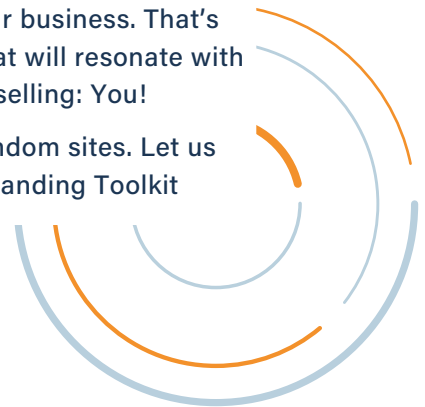
Personal Brand Development

For Solopreneurs

- We could go on and on about the importance of personal branding, but we'll keep it brief. The bottom line: In order for your business to reach its full potential, you need to know who you are, how you are different, and why people should want you. The answers to those questions inform your brand identity, and your brand identity is how you develop meaningful connections with your consumers/customers/clients and stand out in today's dynamic world.

As a solopreneur, you are more than the face of your business. You are your business. That's why it's so important to cultivate an authentic, ownable Personal Brand that will resonate with your consumers/customers/clients and motivate them to buy what you're selling: You!

Your reputation and credibility is too important to cobble together from random sites. Let us help you translate your Personal Brand into an ownable and marketable Branding Toolkit that'll help you establish and grow your business.



Pricing

- Because we know your money, time and passion are important, we provide a lot of flexibility through our coach-train-do model in how we partner to develop the elements of your brand identity which include:

- | | |
|-----------------------------------|----------------------------|
| • Logo | • Photography |
| • Brand colors | • Brand story |
| • Typography | • Tone-of-voice principles |
| • Secondary elements and/or icons | |

Together, this becomes your comprehensive Brand Toolkit, which is essential in maintaining consistency and authenticity in how your brand looks, sounds and feels across all your marketing channels.

■ **Here is an estimate of costs.**
Note these could vary depending on your needs.

Brand Element(s)	Coach (You do the work while we guide you)	Do (FRp does the work with your feedback)
MOOD BOARD: A Mood Board will provide the overall look, tone and feel to give a starting point for visual and verbal creation of the Brand. This is rooted in the Personal Brand exercises.	\$500 We provide the templates for you to develop the Mood Board and discuss over 2 coaching sessions.	\$1100 We interview you to understand who you and your business are at their core and develop the Mood Board for you. Includes 1-2 rounds of revisions.
BRANDY STORY: Narrative that answers the key brand questions: Who am I? How am I different? and Why do you want me?	\$500 We provide the template for you to develop the Brand Story and discuss over 2 coaching sessions.	\$1100 We interview you to understand how best to answer these questions and develop the Brand Story for you. Includes 1-2 rounds of revisions.
LOGO DESIGN: Translate the Mood Board and Brand Story into a logo that represents your Brand.	This is why you hired us. So, we will do the work on this one.	\$900 3-5 Logo Design options. Includes 1-2 rounds of revisions.
BRAND COLORS, TYPOGRAPHY, SECONDARY ELEMENTS/OR ICONS (3-4), PHOTOGRAPHY. Develop all the visual style elements into a Style Guide that brings your Brand to life. This will be translated across all visual communications.	This is another reason why you hired us, right? We got you on this one too.	\$1500 Recommend these elements to complement and bring your brand to life. Includes 1-2 rounds of revision.
tone of voice: This is how your Brand sounds and will be translated across all written communications. It should align with your Brand Character and further define your identity and personality. This gets included in your Style Guide.	\$500 We provide the template for you to develop your TOV and discuss over 2 coaching sessions.	\$1100 We develop your TOV based on all we have learned. Includes 1-2 rounds of revisions.
BONUS: PERSONAL BRAND MAP A single page document that defines the Characteristics, Appearance attributes and Actions & Behaviors that will define your Brand.	FREE We provide you the template and you can fill it out on your own.	\$600 or Free if you do the entire package We draft the template based on what we have learned and discuss over 1-2 coaching sessions.

If you need help implementing your new Branding Toolkit, we offer those services as well. From website development to collateral creation, we have got you covered!

- **TARGET TIMING:** We aim to have all of this to you so you can be off and running in 4-6 weeks. It can go faster or slower depending on availability and response time from you.

How to get started on your journey to establish yourself as a solopreneur? Contact us to schedule your free 30-minute consult!

laura@forthright-people.com

We look forward to being a part of your journey!

Anne + April

■ Meet the Personal Branding Experts:

April Martini



April spent the first 15 years of her career exploring all of the ins and outs of agency life. A firm believer that learning never stops, and that experience is what equips us to face life's many challenges, April built her broad and varied career accordingly. With a design and MBA foundation, followed by years at agencies focused on everything from branding to design to CPG to advertising to production, April spent her days doing much more than the work. What she knows is how to deal with tension, manage people and personalities, and how to choose the right work for the right clients, which is what really matters in business. She brings her expertise to help others do it even better, especially when it comes to building new capabilities and the teams to support them. April believes that networking (intentional, quality networking) is fundamental to success in business, because building and maintaining strong relationships is what opens doors and moves businesses forward.

Anne Candido



Anne grew up at P&G—but don't let that fool you. Her path was anything but traditional. She spent her first decade in R&D and product development and her second in brand marketing and communications. Through this, Anne learned (sometimes the hard way) the imperative role brand building plays in cultivating successful individuals and businesses. Now, she helps others understand that connection too, and unlock opportunities to tell their story, reach new customers and grow their business in a sustainable, authentic way. Anne sees much more than what's in front of her, which is why she's able to connect so deeply with her clients, understand their challenges, and discover potential they didn't even know they had. People sometimes say her solutions are not at all what they were expecting but exactly what they need. To Anne, that feels like a ringing endorsement.