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WELCOME

Mini Brand Strategy Intensive



JulieElaineBrown.com



Congratulations for making an investment in your business, and in yourself.

Working with me will help you find the answers to make your business flow easier, and to take the guesswork out of which ideas will work.

I'm excited to work with you!

Julie Elaine Brown

WELCOME



MEET YOUR TEAM



Julie Elaine Brown

Owner

✉ julie@JulieElaineBrown.com

4X founder, serial entrepreneur, marketing strategist and ecommerce expert. Julie is your primary contact.

Catherine Armstrong

Social Media Manager

✉ hello@JulieElaineBrown.com

Catherine is an efficiency expert who helps analyze your social media to make recommendations on key changes.



Ryan Steinhardt

Designer and Developer

Ryan has an expert eye for analyzing website architecture, user experience, and visual story. Note: this program does not include design, development, coding, or implementation services.



PROJECT TIMELINE

01

Kickoff!

Please schedule your kickoff call with Julie at a time that works best for you.

[SCHEDULE NOW](#)

02

Analytics

During our kickoff call we'll ask you for login information for your website, and key channels on social. If you are not comfortable with this, we'll ask for screenshots for the past 3 months.

03

Brand Alchemy

We call our process Brand Alchemy as it is part art and part science. Through deep analysis and assessment, we craft your playbook with recommendations on where to focus.

04

90-Minute Call

We'll schedule your 90-minute session to go through our key recommendations, and brainstorm with you about what feels doable, and make any adjustments.

05

Playbook

You'll receive a 2-3 page playbook detailing our recommendations.

06

Follow Up

This program includes a total of 1 90-minute brainstorming session and one follow up call. Together we define priorities and key areas to move the needle.



WHAT TO EXPECT

You purchased the Mini Brand Intensive.

Your starting point for clarity and insight.

Perfect for small businesses ready for clarity, direction, and a brand tune-up. This focused strategy engagement helps you get clarity on what's working, define your key messaging, and prioritize your marketing efforts. This is a 2-3 week program.

01

Brand Audit, Insights, and Analytics

Review of your website, social channels, and Google presence. Review of Traffic, engagement, conversions. Identify what's working well and what could improve.

02

Playbook

A 2-3 page summary of clear priorities, and next steps which may include messaging suggestions, tagline, and SEO/UX insights, newsletter insights and more as needed.

03

Brainstorming

Your package includes your kickoff call, one 90-minute brainstorming session, and a 30-minute follow up over a 2-3-week timeframe.



NEXT STEPS



Please [schedule your kickoff call!](#) We look forward to working with you.

Thank you!

www.JulieElaineBrown.com
