

CREATED BY CRYSTAL I  
THE DITZY DAYDREAMER

PREPARED FOR NANCY

# WELCOME TO YOUR BRAND JOURNEY



WELCOME TO THE DITZY DAYDREAMER, WHERE I HELP YOU BUILD  
A UNIQUE BRAND AND CONNECT WITH AN AUDIENCE WITHOUT  
LOSING YOUR PERSONALITY.

I'LL GET TO KNOW YOU, SEE WHERE YOU'RE AT, HELP ESTABLISH  
YOUR BRAND IDENTITY, AND, FINALLY, WE'LL LAUNCH YOUR  
BRAND-LET'S GET STARTED!



*The Ditzy Daydreamer*

# WHAT HAPPENS NOW?



**ABOUT YOU:** FIRST WE'LL DISCUSS YOUR BUSINESS, ANY BRAND ELEMENTS YOU ALREADY HAVE (LOGOS, PHOTOGRAPHS, NAME), WHAT AUDIENCE YOU'RE TRYING TO REACH, YOUR GOALS FOR YOUR BUSINESS, AND WHAT YOUR VISION FOR THE FINISHED BRAND IS.

**STRATEGY:** NEXT, I'LL GO OVER ANY SOCIAL MEDIA PRESENCE OR WEBSITE YOU MIGHT ALREADY HAVE AND DEVELOP SUGGESTIONS TO IMPROVE OR CHANGE THOSE.

**CREATION:** THIS IS THE FUN PART! TOGETHER WE'LL BUILD YOUR BRAND FROM THE GROUND UP, CREATING LOGOS, COLOR PALETTES, AND BRAND ASSETS WHILE ALSO IMPLEMENTING AND GROWING YOUR SOCIAL PRESENCE!

**LAUNCH AND GROWTH:** AFTER WE'VE BUILT SOMETHING YOU LOVE, WE'LL GO OVER THE FINAL PRODUCT, LAUNCH DETAILS, AND NEXT STEPS!

## APPROXIMATE TIMELINE:

**WEEK 1:** DISCOVERY QUESTIONNAIRE  
CONSULTATION CALL(S)  
BRAND RESEARCH AND DEVELOPMENT (THIS IS WHERE WE START BUILDING THE BRAND!)

**WEEK 2:** STRATEGY DEVELOPMENT  
INITIAL CONCEPTS  
(THIS IS WHERE WE SET UP OR ENHANCE YOUR SOCIAL MEDIA PRESENCE, IF WANTED, AND DEVELOP INITIAL BRAND ELEMENTS SUCH AS LOGOS, NAMES, COLORS ETC.)

**WEEK 3:** REVISIONS, ANYTHING YOU AREN'T HAPPY WITH? THIS IS WHERE YOU CAN MAKE CHANGES!  
FINAL DELIVERABLES:  
BRAND DIRECTION GUIDE  
COLOR PALETTE  
FONT RECOMMENDATIONS  
SOCIAL MEDIA RECOMMENDATIONS  
CONTENT PILLARS  
WEBSITE STRATEGY  
(ANYTHING ELSE INCLUDED IN YOUR PACKAGE...)

**WEEK 4: LAUNCH! (AND SUPPORT)**



# DELIVERABLES



WHAT YOU RECEIVE  
(WILL VARY BY CLIENT AND SERVICE)

BRAND DIRECTION SUMMARY

VIRTUAL BRAND GUIDE

BRANDED WEBSITE  
(WIX OR OTHER HOSTING PLATFORM, NO CODING)

SOCIAL-MEDIA STARTER KIT

CONTENT STRATEGY GUIDE

BRAND LAUNCH ROADMAP