

Start Building Demand Around *Your Brand*





Congrats on taking your first step towards spending more time on what you truly enjoy about your business. Stop spending hours every week chasing unqualified leads and start pulling in more of your ideal audience as qualified, potential clients.

Complete this worksheet to identify your best tactics for moving towards

your brand sales utopia.



What traits/aspects of your experience, personality, or brand offerings set you apart from your competition?

A.

B.

C.

How will you commit to increasing your visibility with your audience? Write down what you'll do every day/week/month with your content, social media, or advertising to get more visible.

DAILY

WEEKLY

BIWEEKLY

MONTHLY

What do you want your audience to feel when they encounter your brand? (Hint: Take my [Brand Personality Quiz](#) to find your strongest emotional drivers for your brand)

Provide REAL value: What topics and themes demonstrate your expertise?



Provide REAL value: What topics and themes do your ideal clients care about?

What niche will you start catering to? Where are you strongest? What product or service are you most successful promoting? Stick to a specific niche to build a stronger offering.

What specialized need do you meet that differs you from the competition? Think outside the box and decide how you can go above the ordinary and offer something different.



What will you give away to your audience for free? Write down three possible ideas for social media or blog opt-ins and brainstorm one specialized opt-in to include on your website to increase your e-mail list.

CONTENT OPT-IN

CONTENT OPT-IN

CONTENT OPT-IN

WEBSITE OPT-IN

What systems will you use for automating new processes? Write down 5 to research more.

A.

B.

C.

D.

E.

How will you nurture your opt-in leads? Brainstorm ways to connect emotionally with new leads and then research systems to help automate those new processes. (Example: when someone downloads my Free Brand Psychology Workbook, they are added to a welcome sequence in Active Campaign. This automatically sends a string of 6 e-mails to help new subscribers get to know me.)

A.

B.

C.

D.

E.

KAYE PUTNAM



**HI, THERE! MY NAME IS KAYE
(LIKE THE LETTER).**

Entrepreneurs hire me to
define their brand strategy.

*But really, I help them see
themselves more clearly.*

Here's what I'm NOT: a designer. The design is just the tip of the iceberg in your brand. It would be a huge disservice to you to only focus there. And I'm definitely NOT a guru. I research, read, hypothesize and test everything psychology-driven branding so you don't have to.

I help entrepreneurs like you build brands that are in demand by uncovering the innate truths that drive you. I'll help you connect with your clients & customers on an emotional, gut level. We'll use a powerful cocktail of intuition, timeless archetypes, and psychology to define your brand's most powerful message.

After working together, you'll feel clear & confident about stepping into your greatest work. Your ideal clients will be attracted to that clarity like a magnet, and will be ready to buy. Are you ready? [Discover](#) how we can work together to transform your brand.

