



Excerpt from Branding Course

Define the scope of your brand.

Are you looking to build a brand around your therapy practice or are you looking to develop a personal brand, working to leverage influence in your field?

This is where you really need to hone in on your desired goal. There is no right or wrong answer but get clear on this now, it will really impact your strategy and idea of success.

What are examples of a company(s) whose engagement strategy/brand resonate with you?

ex) Apple, Billie, Patagonia, or Megababe

What are your branding goals?

ex) to tell a story about myself

ex) to resonate with my target client population

Determine your brand identity, or the look/tone/personality of your brand:

ex) Playful and fun or serious and modern?

ex) Feminine? Masculine? Neutral?

ex) Reflective of your cultural heritage?

What's your aesthetic and color scheme?

Pro-tip: putting together a mood or look board is a great exercise to visually layout aesthetic elements mixed with graphic inspiration.

What are your desired branding elements? Examples may include:

logo

graphics

tagline

banner for your website

professional headshots/images for your platforms

What social media platforms do you intend to utilize?

It's ok to limit the number of platforms you are on, leverage what you know and are comfortable with.