

SAGE & SOUL CREATIVE

BRANDING

SERVICES

CREATING CONNECTIONS THAT LAST.

FOR ALL THE EMPIRE-BUILDERS
IN THE BACK, IT'S YOUR TIME TO
STEP FORWARD.



I see you over there.

Taking action, taking risks.

Knowing you're **meant for more** than just working to survive until you, well, die. (That's not how we make the world a better, happier place to live, is it?)

You're smart, driven, and hard-working.

So why is it so challenging to share what you have to offer, and grow your business by doing that?

I believe that the desire to build your legacy will outlive you for generations to come. And I fully support your big, audacious vision - even though it may be hiding somewhere in there.

Let's make it a reality.

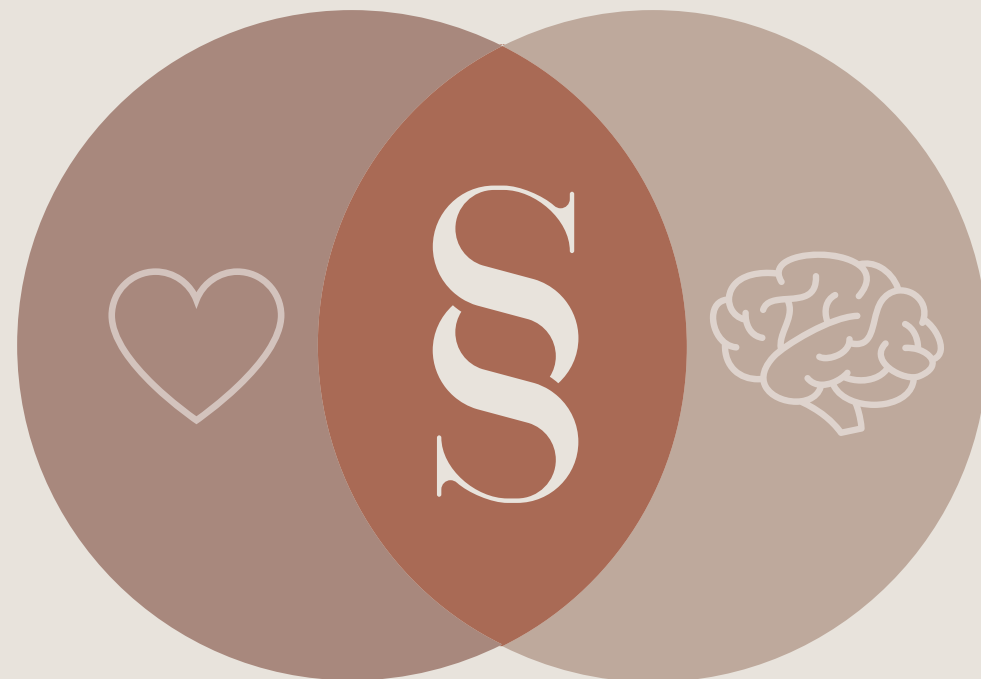
Our job is to take your scattered thoughts and ideas, and turn them into a cohesive, powerful brand that perfectly encapsulates the essence of your business & draws your perfect audience in like a magnet.

Here's how we'll do that...

INTUITION MEETS KNOWLEDGE

We seamlessly blend the **art of intuition** with the **foundation of knowledge** to curate a truly distinctive approach to brand building. By harnessing the power of intuition, we tap into the pulse of emotions, while our informed strategies ground us in a realm of purposeful precision.

The result is a brand that doesn't just exist but **thrives**—a legacy that leaves an unforgettable mark on hearts and minds, echoing far beyond the present moment.



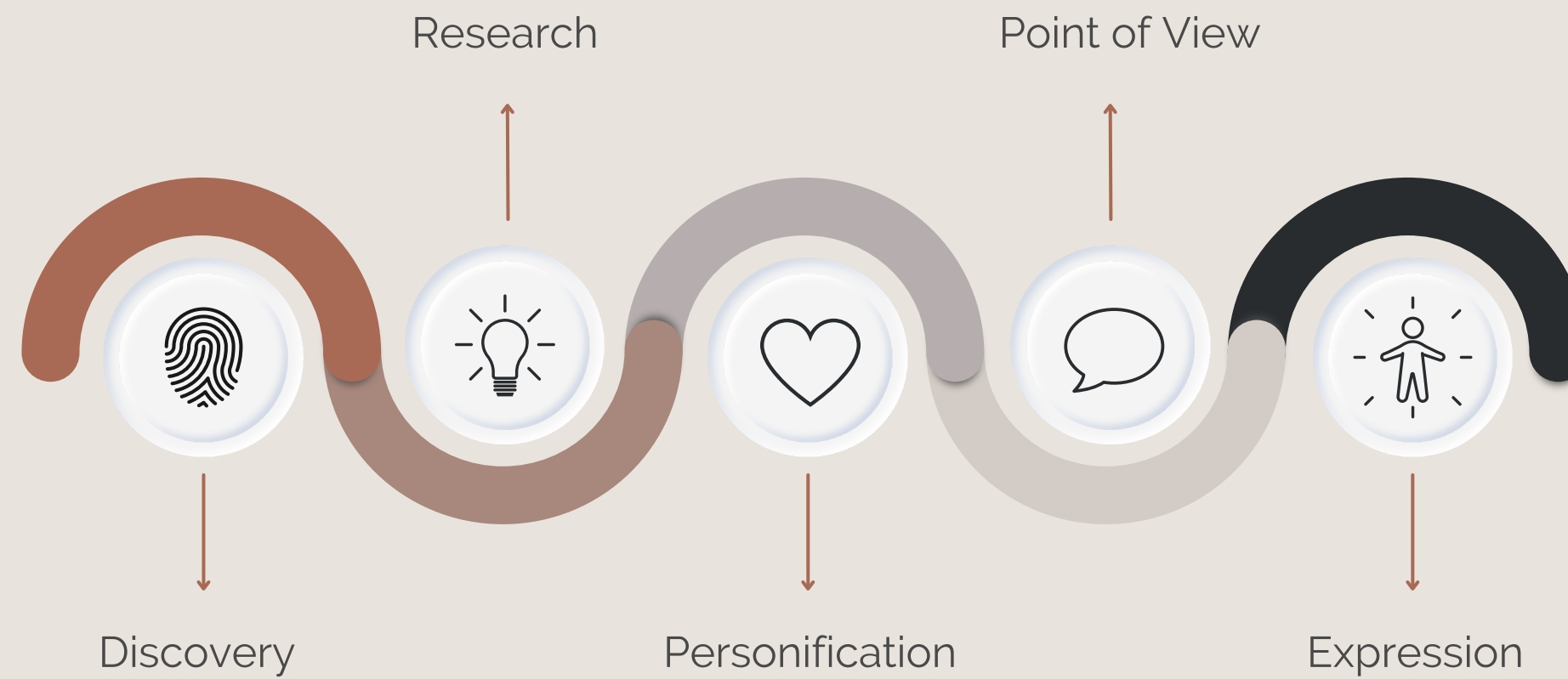
Before I hired Caitlin Audrey Creative all my stuff was ugly and unbranded. I just keep telling people "why is this so weird looking" and "doesn't this look a little off?" and no one seemed to understand how to fix it. I tried explaining in different ways like "does this look a little cheesy? Or can you see how this might not look professional?" But it's hard to have these convos with someone who isn't seeing it. She GOT IT! I over prepared the SOPs... and then realized I was working with a REAL professional and expert and I knew things were going to be different when people gasped after seeing the finished work!



RACHEL PEDERSEN

FOUNDER - RBP PRODUCTIONS

THE CONNECTION CATALYST™



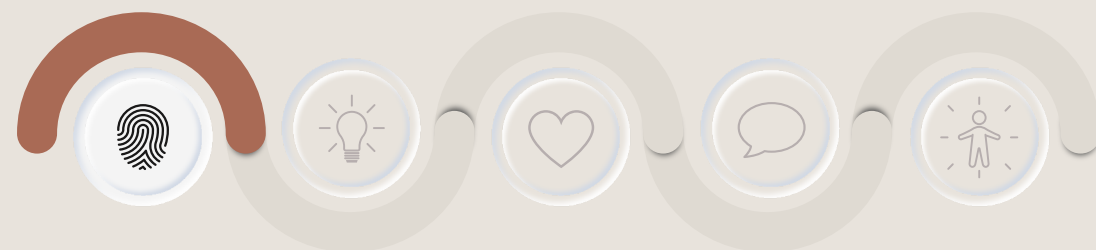
DISCOVERY

PHASE 1

BRAND SUBSTANCE | *defining what you're made of*

We start by getting really personal with the status of your brand and what it stands for, uncovering potential adoring fans, and gaining insight on the competitors from your perspective and experience.

We combine a collaborative workshop with research to develop your brand substance. *(You know, the reason you're in business besides making money)*



Our brand values and missions were not defined, the website needed updating and more simplicity. Our brand needed to be totally streamlined. It was an overall perfect fit! Professionalism was 10/10, communication was 10/10
Caitlin was a HUMAN behind her business. The brand guide was everything I envisioned and more. Their services described and pinpointed things I couldn't have put into words myself.



KIMBERLY JARMUSZ

OPS MANAGER - RESEARCH LOGIX

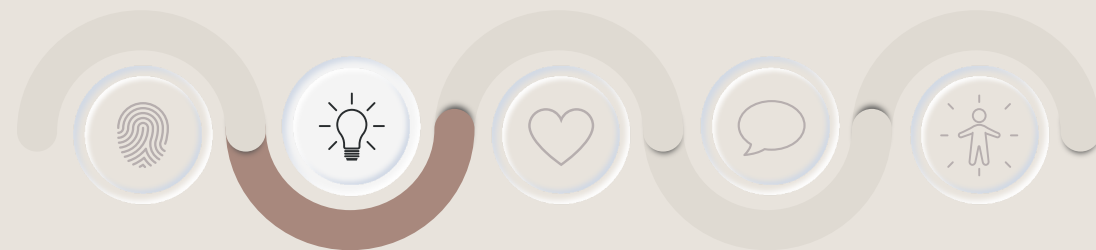
PHASE 2

RESEARCH

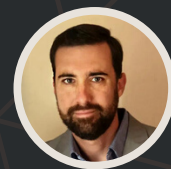
BRAND POSITION | *where you shine the brightest*

We get super intimate with uncovering your audience persona, and go beyond your standard demographics. We conduct interviews from past clients and potential clients to get inside their head and uncover their deepest desires and fears so you can use that information to connect with them on a much deeper level.

Additionally, we take a look at your competitors to see how your brand can stand out in your market. This will help us craft a differentiation statement, so it is super clear why someone should choose to work with you.



Before finding Caitlin Audrey Creative our logo and branding was not functionally useful and trying to fix it was becoming increasingly frustrating and time consuming. She was able to understand my needs even without completely expressing it. Now it is so much easier for us to express a more professional brand.



SETH SIMMONS

CEO - SGS CONTRACTING SERVICES

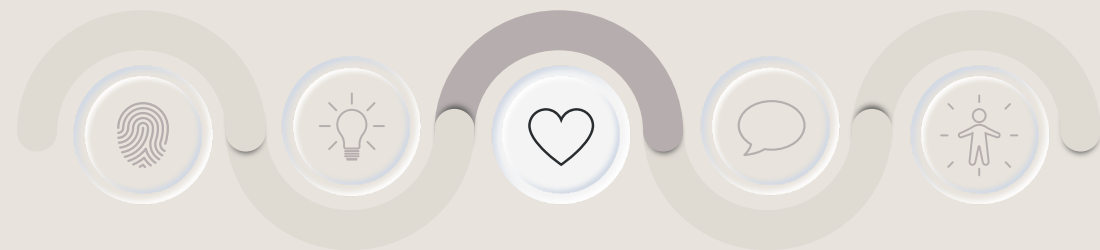
PHASE 3

PERSONIFICATION

BRAND PERSONA | *breathing life into the brand*

Did you know your brand should have its own personality? If you want your audience to be able to connect with your brand on a subconscious level (*hint, that's where the \$\$\$ is at*), then you need a well-developed brand persona.

This phase gives your brand a voice that is so deeply intertwined with your brand substance that if you closed your eyes, you can envision exactly what your brand would look like as a human.



I wanted to elevate the imagery my agency produced - I couldn't seem to create what I saw in my head, and I was overwhelmed with trying to do it myself. Caitlin is a genius - she takes minimal direction and turns it into a work of art. So much better than I thought with little to no revisions necessary. I know have my go-to person when I really want a white-glove design strategy for my clients. This makes all the difference in my agency. Like a secret weapon!



SHANNON MURRAY-DOFFO

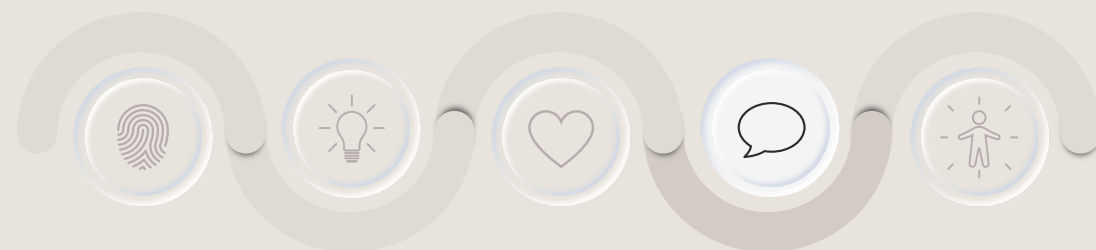
CEO - FE GROWTH STRATEGIES

PHASE 4

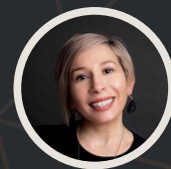
POINT OF VIEW

BRAND MESSAGING | *speaking to the heart*

Once we know exactly who your brand is and how you should show up for your audience so that you stand out in your market amongst your competitors, we create messaging assets that you can use throughout your website and marketing that will tug at your audience's heart strings.



Caitlin is amazing at getting crystal clear to the heart of what we do best and how we serve our clients in a deep beyond meaningful way. Thinking through the process was so helpful and really allowed us to clarify our brand messaging.



TRACEY WATTS CIRINO

CEO - SGS CONTRACTING SERVICES

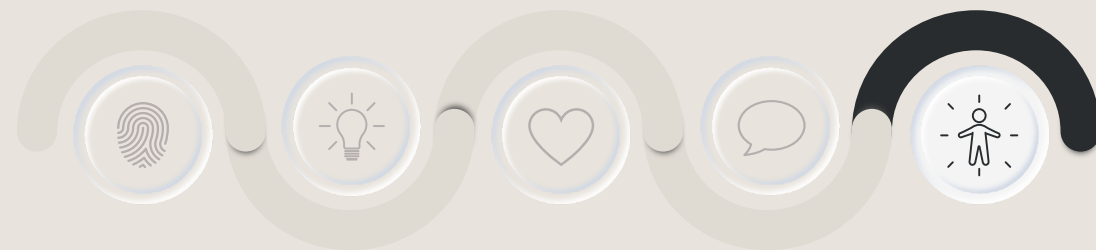
PHASE 5

EXPRESSION

BRAND IDENTITY | *unforgettable first impressions*

Finally, we get to dive into the visuals for your brand that will be strategically aligned with the rest of your strategy. This is where we create your logo, color palette, typography, and other visual assets that will give you and your desired clients heart-eyes.

Not only will you look legit, but you will finally feel confident in your brand presentation because everything will be chosen with the brand strategy in mind. *(No more guessing if you made the right choice, or worrying about not liking it in the future)*



I couldn't figure out what colors, fonts, or a logo for my brand. Everything I made seemed unorganized and did not reflect me. The design process for my website and social media was taking so long because I was constantly searching for fonts and colors to find what I like. Caitlin had an awesome intake survey to really get a sense of me and the business as well as what I like. Also Caitlin is wickedly talented and professional so working with her was super easy.



STEPHANIE TOMLINSON

CEO - STEPH W TOM



THE
DELIVERABLES

YOUR COMPLETE BRAND

YOU'LL RECEIVE:

The Strategy

- ▶ Brand workshops & follow-up meetings
- ▶ Research & Discovery
 - Past & potential client interviews
- ▶ Brand Substance
 - Purpose Statement
 - Vision Statement
 - Mission Statement
 - Core Values
- ▶ Brand Positioning
 - Buyer persona profile
 - Competitor audit
 - Unique selling proposition (USP)
 - Positioning Statement

The Messaging

- ▶ Brand Voice & Persona
 - Brand Archetype
 - Vocabulary & Tone
- ▶ Core Messaging
 - Tagline
 - Hook/Intro
 - Origin Story

The Visuals

- ▶ 2 Brand identity concepts
- ▶ Logo Suite (Primary, Alternate, Brand Mark, color variations, etc)
- ▶ Color Palette
- ▶ Typography
- ▶ Visual Brand Assets (pattern, icons, imagery)
- ▶ Web & Print file formats
Brand Master Guide

INVESTMENT



SCOPE

Each project we dive into is a unique creation tailored to your needs. A multitude of factors come into play, shaping the investment and timeline. Following our discovery call, we'll provide you with a precise estimate in a thoughtfully crafted proposal. If you're considering a comprehensive brand strategy and identity, the investment starts at \$10,500.

COST

3 Payments of \$3,500

TIMELINE

60-90 days

ARE YOU READY TO BUILD YOUR LEGACY?

In today's world, buying choices are increasingly influenced by a brand's **messaging, actions, and values**, expanding beyond factors like price and quality alone. If you're ready to stake your claim in the market and create raving fans of your brand, we need to chat.

Before we can begin working together, we like to have a 20-minute discovery call so we can become more acquainted with you and your amazing business. If we both feel it's a good fit, we will send you an official proposal and timeline to begin working together.

[BOOK A CALL HERE](#)

We can't wait to meet you!

Studies have shown
that a significant

59%

of consumers lean towards
buying products or services
from brands they recognize or
find a sense of connection with.

FAQS

Will I see an ROI after developing a brand strategy?

Investing in a well-thought-out brand strategy can lead to a significant return on investment (ROI) for your business. A well-developed brand strategy helps your company stand out in a competitive market, create stronger emotional connections with your target audience, and build brand loyalty. As a result, you can expect to see several tangible and intangible benefits that contribute to your ROI, like greater brand awareness, improved customer loyalty, higher perceived value, more effective marketing, and attracting top talent. However, it's important to note that the ROI from a brand strategy may not be immediate, and the exact impact can vary depending on factors like industry, market conditions, and execution of the strategy. In the long run, though, a well-executed brand strategy can be a valuable asset for your business, leading to sustained growth and success.

Why do I need more than a good logo and colors?

While a good logo and colors are crucial for visual appeal, a robust brand strategy goes beyond aesthetics to shape how your brand is perceived, experienced, and remembered by your audience. It forms the foundation for building a meaningful and enduring relationship with your customers, ultimately contributing to your business's long-term success and growth.

How long does the process take?

The duration of our branding process varies according to your brand's unique requirements. For a standard project, it's typically 60 days. However, if we're involved in developing a website or other marketing materials, the process might extend to 90 days or more.

When should you consider building a brand strategy or rebranding?

You should consider building a brand strategy or rebranding when launching a new business, facing significant business changes, experiencing stagnant market presence, lacking differentiation, having inconsistent brand identity, expanding into new markets or demographics, dealing with outdated visuals or messaging, or undergoing a merger or acquisition. These situations indicate the need to align your brand with business goals, differentiate from competitors, resonate with your target audience, and adapt to changing market conditions.

How does payment work?

You will have equal 3 payments, based on your total investment. First one at the time of booking to reserve your spot. Second, after approving the brand strategy, and third after approving brand expression. Payment plan may vary if additional services are rendered.

FAQS

After I go through the branding process, what's next?

After the branding process, the next critical step is brand implementation and activation. This phase involves putting your newly developed brand strategy and guidelines into action across all relevant aspects of your business. If you choose to hire us for this support, we will work closely with you to ensure a seamless and successful rollout of your brand. This includes implementing your brand's visual identity, such as the logo, color palette, and design elements, across various assets like your website, marketing materials, packaging, and signage. Additionally, we integrate the brand messaging and tone of voice developed during the branding process into your marketing campaigns, content creation, and customer communications. We can also optimize your digital presence, including social media channels, to align with your brand strategy and maintain consistent brand messaging. With a dedicated focus on brand implementation and activation, we ensure that your brand strategy comes to life in a way that resonates with your target audience, strengthens your market position, and lays the groundwork for sustainable growth and success year after year.

How much time will I have to put aside for this project, as a client?

The first thing we will have you complete on your own time, is our brand discovery worksheet. Be prepared to spend 30 mins to an hour on this to give the most thoughtful answers that you can. We may or may not have some follow up questions, just to make sure we get all of the information we need. You will also need to set aside time to review and give feedback after the strategy and identity are developed. You can take as much time as you need here, but we recommend at least setting aside 45 mins for each milestone.

Why do I need brand guidelines for my business?

Brand guidelines for your new brand strategy will be instrumental in helping your business in many ways. These guidelines serve as a comprehensive reference that ensures consistency and uniformity across all brand touchpoints, such as your website, marketing materials, social media, packaging, and more. By maintaining a consistent brand identity, you create a memorable and recognizable presence in the minds of your customers. This, in turn, fosters brand loyalty and trust, making it easier for customers to identify and engage with your products or services. Moreover, brand guidelines help your internal team, partners, and external agencies understand the essence of your brand, ensuring that everyone communicates and represents your brand consistently. The guidelines act as a roadmap for future brand-related decisions, ensuring that your brand remains relevant, resonates effectively with your target audience, and adapts to evolving market trends.

What file formats will I receive?

You will receive all file formats that you will need for print and web. This includes, .PNG, .JPEG, .PDF, .SVG, and .AI. Additionally, you will receive your logos in white, black, grayscale, and full color versions so you have versatility to use them anywhere without sacrificing quality.

OTHER SERVICES

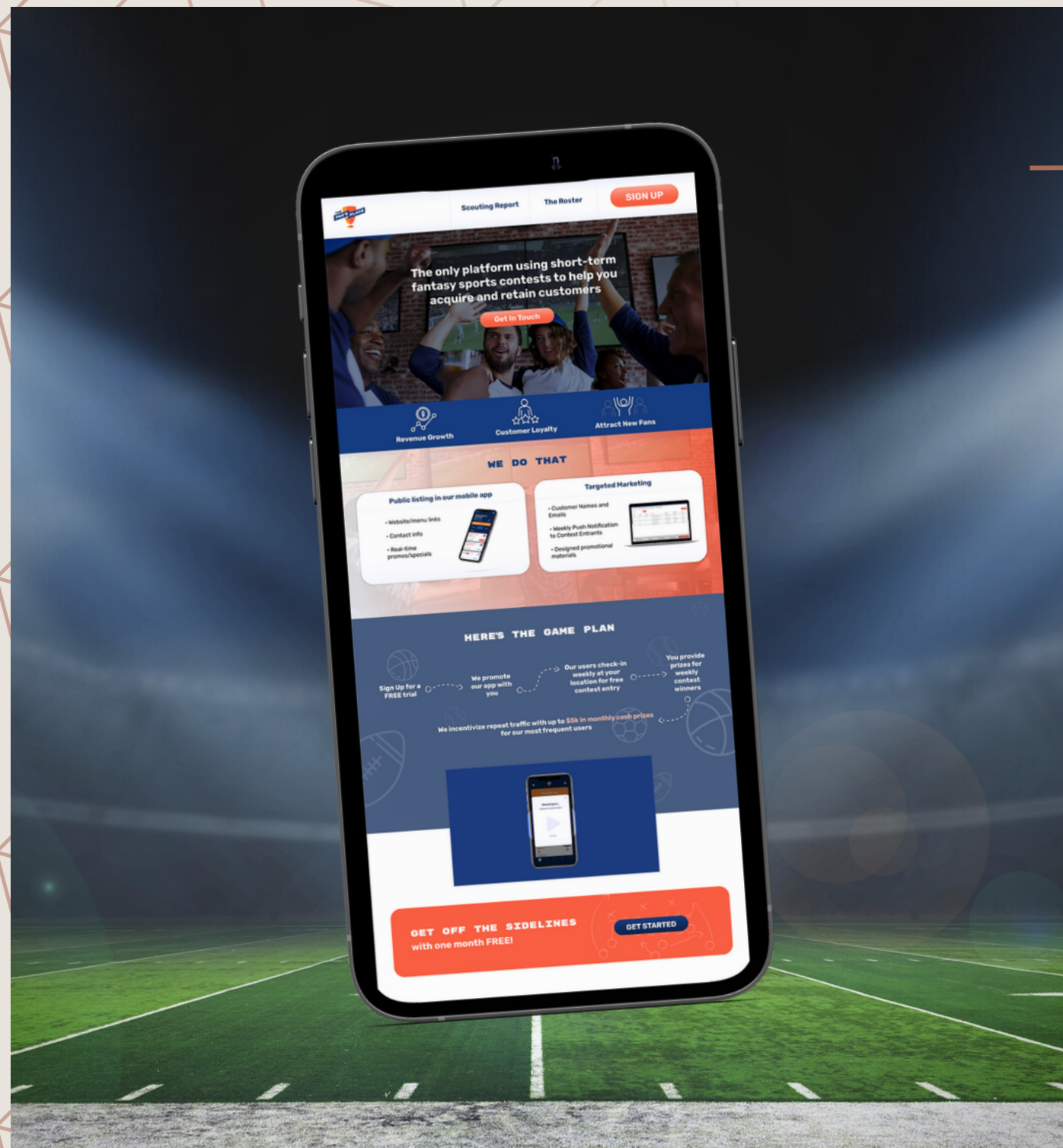
OUR RELATIONSHIP DOESN'T HAVE TO END THERE...

Many of our clients keep the ball rolling with extra projects like website design, social media management, crafting content, high-converting copywriting, packaging or swag design, and more.

You can check out what we offer on our services page in this document, but hey, if you've got something else in mind, just give us a shout – **we're all ears!**

CONTACT US

Email: caitlin@caitlinaudreyjohnson.com





OUR
SERVICES

BRAND SERVICES

BRAND STRATEGY

- Research & Analysis
- Brand Purpose
- Brand Vision
- Core Values
- Brand Positioning
- Audience Persona(s)
- Unique Selling Point (USP)

BRAND EXPRESSION

- Audience Persona(s)
- Brand Archetype
- Brand Voice
- Origin Story
- Naming & Tagline
- Brand Messaging
- Copywriting
- Logo Design
- Visual Identity System
- Website Design
- Social Media Strategy & Management
- Print & Digital Collateral
- Packaging or Swag

*If you don't see something you need, let us know, because chances are we can do it!
And if we can't, we can try to connect you with another expert.*

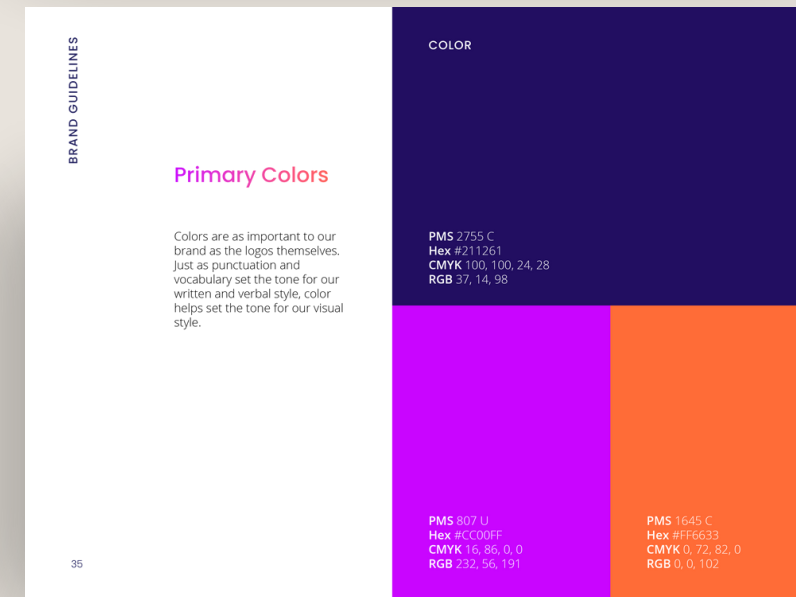
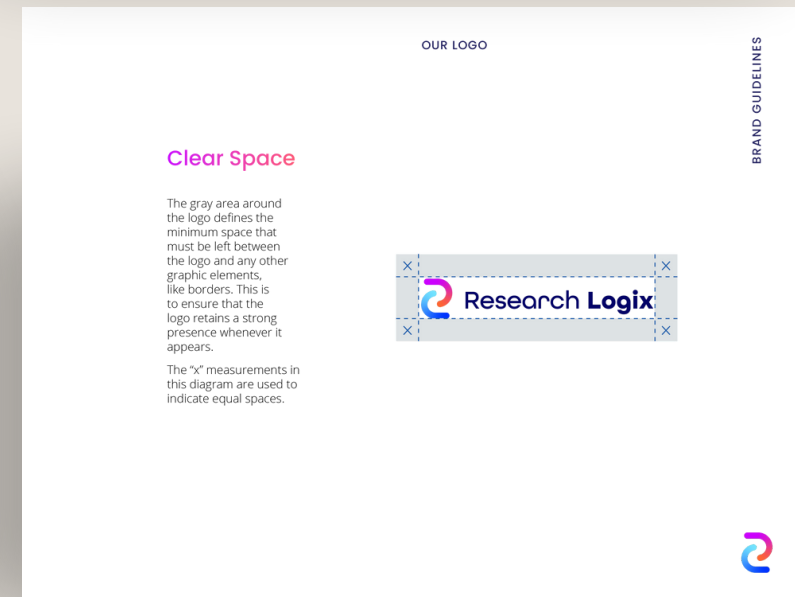
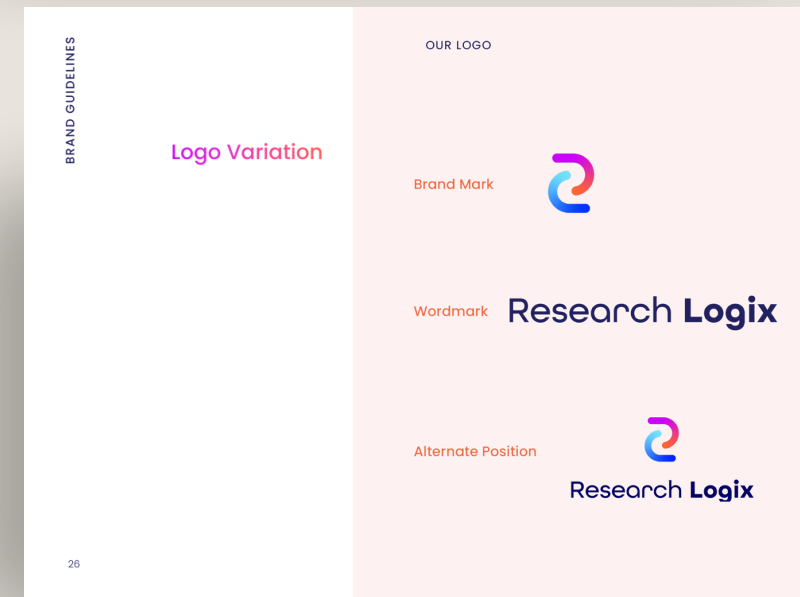
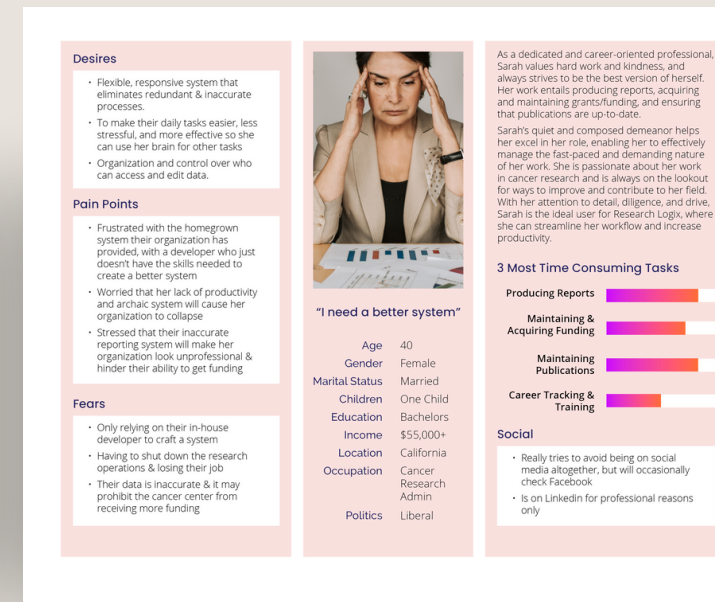
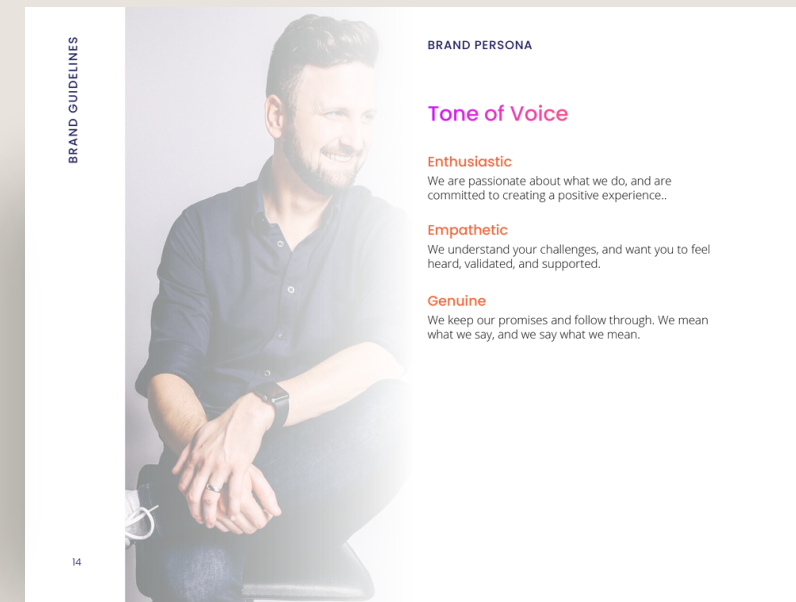
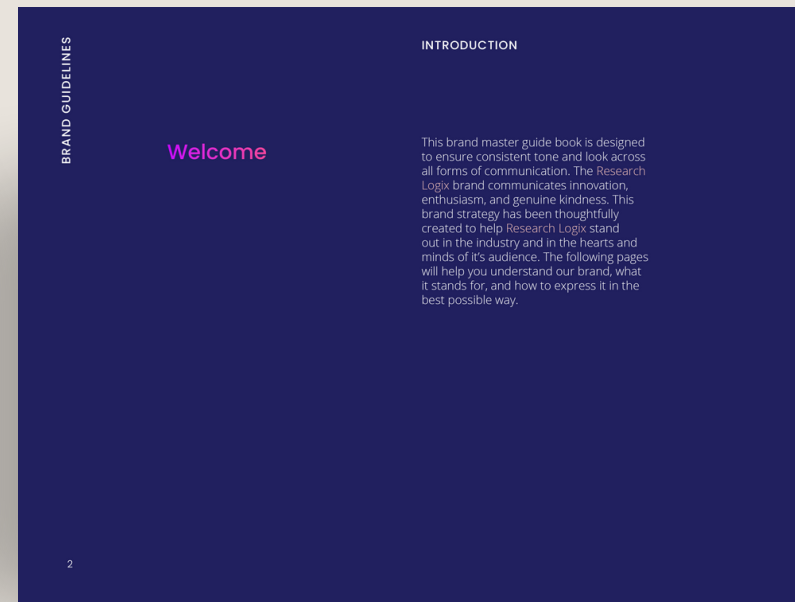


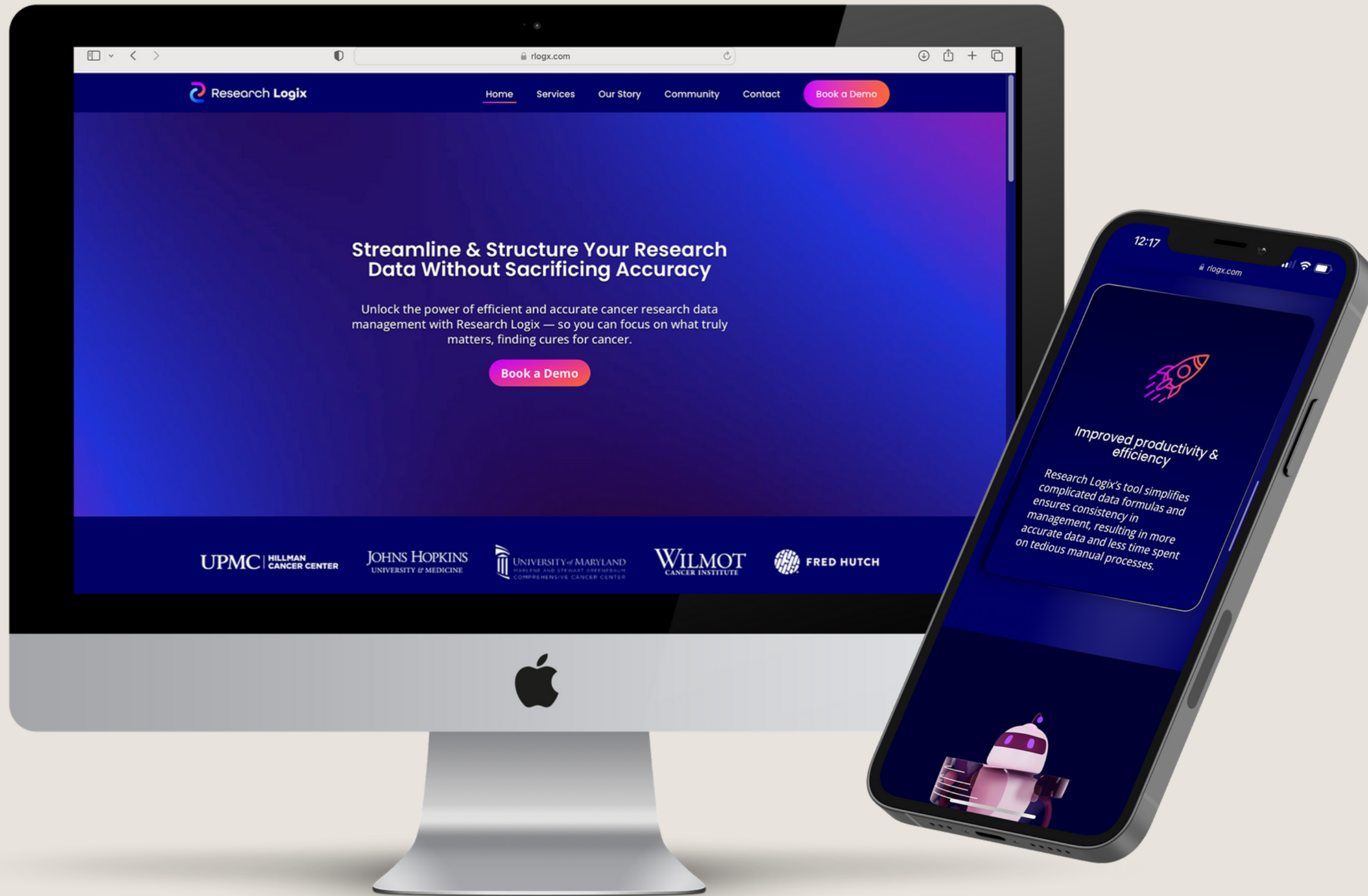


MINI PORTFOLIO

BRAND STRATEGY

BRAND STRATEGY & EXPRESSION





Streamline & Structure Your Research Data Without Sacrificing Accuracy

Unlock the power of efficient and accurate cancer research data management with Research Logix — so you can focus on what truly matters, finding cures for cancer.

Book a Demo

UPMC HILLMAN CANCER CENTER

JOHNS HOPKINS UNIVERSITY & MEDICINE

UNIVERSITY OF MARYLAND MARINE AND STEWART STAMFORD COMPREHENSIVE CANCER CENTER

WILMOT CANCER INSTITUTE

FRED HUTCH

12:17

rlogx.com



Improved productivity & efficiency

Research Logix's tool simplifies complicated data formulas and ensures consistency in management, resulting in more accurate data and less time spent on tedious manual processes.



OUR PURPOSE (OUR CUSTOMERS)

WHAT OUR CLIENTS MEAN TO US

Our clients are motivated, female business owners. We believe we were born to help our clients bridge the gap between running a profitable business and being in alignment with their heart-centered purpose.

OUR VISION

OUR VISION IS BRIGHT

We aspire to radically change the women-owned business landscape; where building a purpose

OUR VALUES

HOW WE DO BUSINESS SHAPES OUR BRAND

Assurance - We provide our clients with the tools and support needed to succeed.

Professionalism - We prioritize listening, being present, helpful, and kind to those around us, as true professional.

Harmony - We align our client's heart-centered purpose and goals with their life.

OUR HUMAN BRAND PERSONA

OUR HUMAN PERSONALITY



PERSONALITY ARCHETYPE

THE MAGICIAN (70%)

• CAPTIVATING

THE CAREGIVER (30%)

• CARING

OUR CUSTOMER

STEPHANIE JONES (OUR CUSTOMER)



DEMOGRAPHICS

Age 34-44 Location Florida
 Gender Female Income \$60,000/year
 Occupation Creative Service Family Status Married w/ kids
 Business owner Residency Status Owns home
 Education College

OUR CUSTOMER

CHALLENGES & PAIN-POINTS

CORE CHALLENGES	CORE PAIN-POINTS	CONSEQUENCES
How to increase sales & marketing without adding more to their plate.	They don't have systems or things in place to create the life they want.	They do it all themselves, and never make it to the next level of success.
Every year they would have limited growth in business.	Never-ending hustling to make six-figures.	They burn out or give up, and then feel like a failure.
They don't feel worthy of success.	They lack the clarity, mindset, and direction on how to move forward.	They over-think and stay where they are at and never get "unstuck."
FEARS	DESIRES	
CORE FEAR	CORE DESIRE	
They will never get what they want out of life.	Earning more, while working less.	
RELATED INTERNAL FEAR	RELATED INTERNAL DESIRE	
They will look like a failure and never enjoy the life they were seeking to create.	Have someone who understands what they're going through, where they want to go, and that they don't have to do it alone..	
CORE EMOTION (BEFORE)	CORE EMOTION (AFTER)	
Frustrated, overwhelmed, nervous, burnt-out, stuck, exhausted.	Happiness, relief, confident, empowered, capable, harmony.	

BRAND LANGUAGE

BRAND VOCABULARY

Confidence	Strategies	Support	Power
Growth	Care	Recognition	Magical
Transformational	Confidante	Imagination	Shine
Dream	Expert	Create	Tools
Mindset	Professional	Possible	Stretch
Work	Wisdom	Simplicity	Beyond Common
Goals	Experience	Help	Heart-Centered
Achievement	Vision	Hope	Purpose
Freedom	Belief	Guide	Called
Life-changing	Discovery	Serve	Desire

OPINIONS / POINTS OF VIEW

TOPIC	OPINION
Support for female entrepreneurs	We are extremely passionate about providing women with the mindset and strategies to fulfill their heart-centered purpose. They shouldn't have to do it alone.
Hustle culture	We know that you do not have to slave away 24/7 to make the income you desire, and we want to show you how it's possible.
Work/life balance	Balance is bullshit. Balance is a unrealistic expectation that sends many entrepreneurs into a depression spiral. We create work/life harmony for our clients, because that allows you to align your heart-centered purpose with your priorities during every season in your life.
Our biggest impact	If you do the work, you will be able to completely transform your life and realize the potential you have to grow outside of your current limitations.
The most important attribute for a business owner's success	Professionalism. We have to get back to the not-so-common business practice of being present, good listeners, kind, and helpful with everyone that we interact with.

CORE MESSAGE FRAMEWORK

We use each of these core message blocks as the foundation for consistent messaging. Before producing any content or creating any direct communication pieces, these message blocks should serve as both a foundation and checklist of key messages we want to communicate consistently to our clients and prospects.

PRIMARY CORE MESSAGE

WHO WE SERVE (OUR CUSTOMERS)

We help motivated female business owners, who desire to double their income while also experiencing more freedom. They have achieved some success in their business, but feel like they are capped on their earning potential. They have a burning ambition to succeed in whatever they put their mind to, and are ready to do the work needed to grow. They currently don't have the mindset to believe they can truly transform their life and make more money, while working less hours. They need someone who can lend them that belief and guidance on the way forward.

WHERE THEY NEED HELP

They don't have systems in place to create the life they want because they've always assumed they had to do it all themselves, which creates a never-ending cycle of hustling to make 6-figures a year, that they feel stuck in. They don't have the clarity or direction on how they should move forward, they just know what they have been doing is not going to get them where they want to go.

OUR TAGLINE, HOOK AND INTRO

TAGLINE

Transform Your Life

HOOK

We help you create a profitable heart-centered business, without hustling 24/7.

INTRO

I'm Tracey Watts Cirino, CBO at Beyond Common Coaching. We help motivated female entrepreneurs double their income without the overwhelm. We are radically different than other business coaches because we don't believe you should struggle to find clear & actionable support to achieve the income and freedom that you desire.

SOCIAL MEDIA

HOW TO MAKE
\$200K
IN ONE MONTH?

YES →

@grusstuffino

WHY NOT
YOU?

@grusstuffino

BEING
AFRAID
OF SELLING

@grusstuffino

one simple trick
THAT WILL HAVE CLIENTS BEGGING TO

sign up with you

@grusstuffino

5K MONTH
TO **50K MONTH**
OVERNIGHT

@grusstuffino

WHY MORE
'**INFORMATION**'
SUCKS

@grusstuffino

CLIENTS = DEMAND

THE **2-CALL** CLOSE
IS ONE OF THE
DUMBEST IDEAS
OUT THERE

@grusstuffino

HOW WOULD IT
FEEL TO HAVE
TWO NEW
\$5,000-\$10,000
CLIENTS BEFORE
NOON
TOMORROW?

@grusstuffino

\$270,000 FROM ONE FUNNEL
+ \$100,000 MORE FROM ORGANIC

FOR MANY GOOD CLIENTS, THIS ISN'T THEIR DREAM
IT'S THEIR REALITY

@grusstuffino



ACCEPTANCE IS WHERE YOU START

From the Founder of Clients on Demand

Russ Ruffino



WHY THE AMEX BLACK

FOR RUNNING YOUR

From the Founder of Clients on Demand

Russ Ruffino



HOW TO MASTER YOUR FEAR

From the Founder of Clients on Demand

Russ Ruffino



HOW TO PRODUCE IN YOUR

From the Founder of Clients on Demand

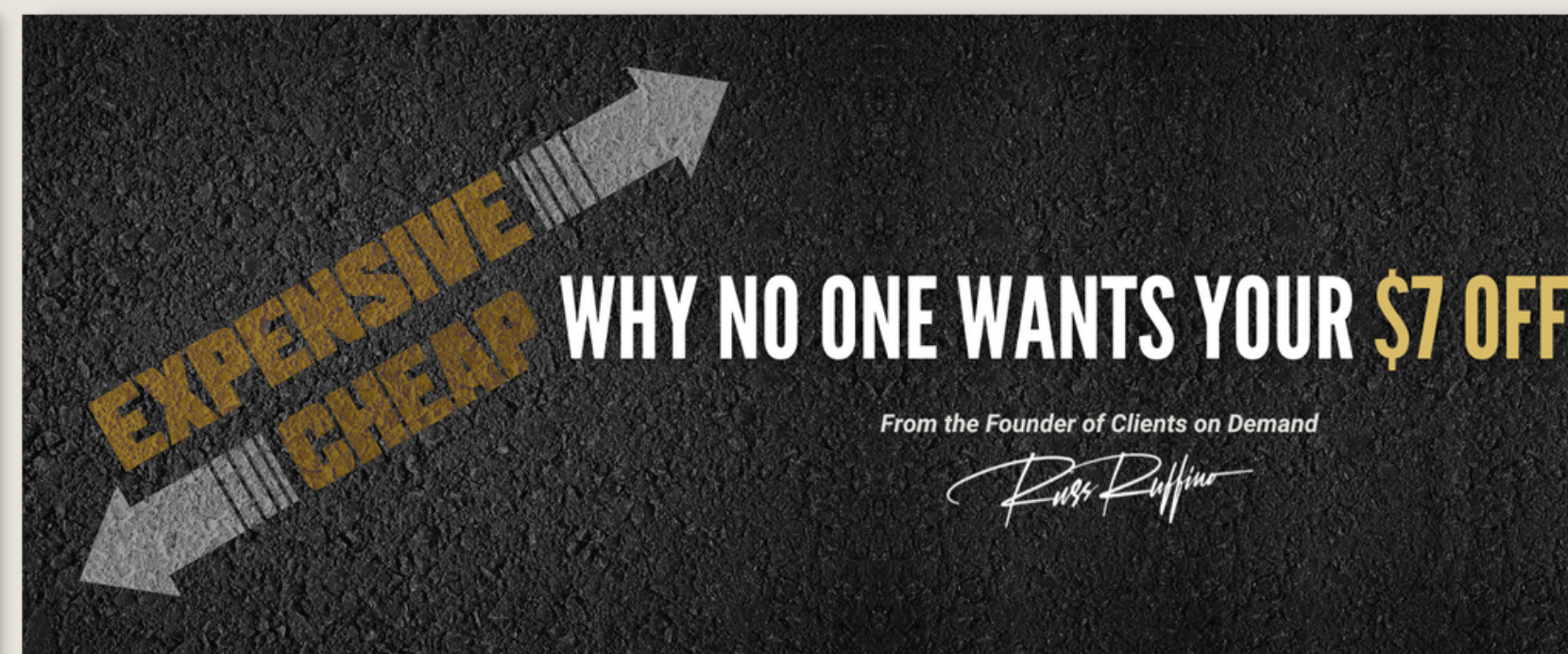
Russ Ruffino



THE POWER OF FORGIVENESS

From the Founder of Clients on Demand

Russ Ruffino




WHY NO ONE WANTS YOUR \$7 OFF


From the Founder of Clients on Demand

Russ Ruffino

"Mothers are basically part of a scientific experiment to prove that sleep is not a crucial part of human life."
@sweatpants&coffee

I AM NOT A NIGHT OWL OR AN EARLY BIRD

I AM SOME FORM OF A PERMANENTLY EXHAUSTED PIGEON
unknown

"Sleep and mental health are closely connected.
Sleep deprivation affects your psychological state and mental health."
HARVARD HEALTH
@totsquad

Tired of being tired?
Affordable Night Nannies are not just a dream.



They may forget who gave them that cute 3-piece outfit, but they'll never forget the person who gave them the gift of sleep.
@totsquad


Night Owl Nannies are here to help you get the sleep your family needs

Giveaway **WINNER!!!**
You've won \$3,200 in prizes for you & a friend each!
@IsabelMercado
Congratulations!
#LABOROFLOVEGIVEAWAY

National SEAT CHECK SATURDAY

Visit NHTSA.gov/TheRightSeat for more info
@totsquad

What's your parenting style?

comment below
@totsquad


Is a Night Nanny worth it?
Save it for later!
@totsquad

Here are some really funny things parents have done because of sleep deprivation...
@totsquad

Every time I try to take a shower,

I think I hear the baby crying.
@totsquad

What advice would you tell your pre-kid self?
@totsquad


Tired of being tired?
WE'VE GOT YOUR SOLUTION
@totsquad

"Bad moments don't make bad moms."
-Lisa Terekeurs
++

4

Systems Every Successful Business MUST HAVE

Swipe Left

fegrowthstrategies.com

What The Metaverse Means For Marketing

swipe to read @shannonmurraydoffo

How To Uplevel Your Marketing

Go

@shannonmurraydoffo

Speak to your audience in their language about what's in their heart.

JONATHAN LISTER

@shannonmurraydoffo

Know If Your Targeting Is Too Broad

@shannonmurraydoffo

swipe to learn →

BUSINESS CHECKUP TIME



@SHANNONMURRAYDOFFO


BUSINESS TIPS

Hooks to use in your content RIGHT NOW

NO MATTER YOUR NICHE

@shannonmurraydoffo

WHAT DO YOU STRUGGLE WITH THE MOST IN YOUR BUSINESS?



@shannonmurraydoffo



How to write scripts for your video content

@SHANNONMURRAYDOFFO

FEGROWTHSTRATEGIES.COM

HOW TO TERRIFY

A FRACTIONAL CMO



@shannonmurraydoffo

HERE'S WHY REPOSTING IS A GOOD THING



@shannonmurraydoffo

hello 2023

What are you committing to in the new year?



@shannonmurraydoffo

Money Mindset 101



@shannonmurraydoffo

THE Hope & Prayer MARKETING STRATEGY



@shannonmurraydoffo

MY YEAR In Review



Shannon Murray-Doffo | FCMO

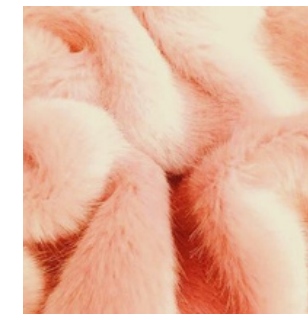
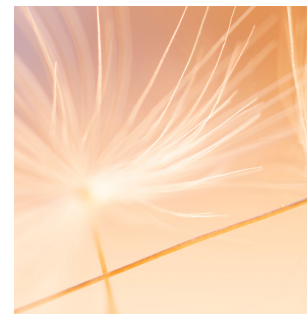
BRAND EXPRESSION

WONDERLAND NEWBORN & FAMILY SERVICES MOODBOARD

WHIMSICAL	GENTLE
LUXURY	CALMING



BY: *Caitlin Audrey*





Wonderland

NEWBORN & FAMILY SERVICES

Main



Wonderland

NEWBORN & FAMILY SERVICES

Alternate



WONDERLAND NEWBORN & FAMILY SERVICES

Brand Mark



BE RELEVANT BRAND





FDS CREATIVES



RR
ROOTED for RICHES
1:1 ACCELERATOR

ROOTED
for RICHES
1:1 ACCELERATOR



BRAND COLLATERAL







night owl
nannies

tot squad™

THANK YOU

Your interest in delving into our branding services truly **warms our hearts.**

We're filled with anticipation at the thought of embarking on this journey **alongside** you.

If any queries arise in the meantime, please know that you're more than welcome to connect with us. Your thoughts and questions are always valued.

CAITLIN JOHNSON
OWNER & CCO

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