



ICONIC DETAILS
BRAND STRATEGY

Personal Branding is something to *BE*, not something to *do*

Branding = Your ability to differentiate & exemplify the unique value you bring to your industry & clientele.	
<u>Reflection:</u> <i>Take a moment of reflection:</i> Point A: <ul style="list-style-type: none">• Where are you today?• What statement are you making?• What's working?• What's not working?• What do you want to experience more of?• Do you feel your brand reflect the value you bring to your industry? <i>You've accomplished a lot at this point, take a moment to reflect on all you've accomplished.</i>	<u>Manifestation:</u> <i>Take a moment to dream:</i> Point B: <ul style="list-style-type: none">• Where do you want to be?• What statement do you want to be making?• What goals do you want to achieve with your business/brand?• Is your branding in alignment with your goals and the value you bring to the table? <i>Ready for change?</i> <i>Ready for your next level of branding?</i>
<u>Control Your Narrative</u> <ul style="list-style-type: none">• Can you see the gap between Point A & Point B?• Can you visualize the narrative behind your brand, needed to go from Point A to Point B?• Can you see the journey or path needed for this evolution in your brand or identity?	
<u>Refresh</u> <ul style="list-style-type: none">• Based on your experience thus far, what elements of your brand do you need to refresh or update?	<u>Design</u> <ul style="list-style-type: none">• Based on your experience thus far, what elements of your brand do you need to design or create?

Bless & Release

- Time for what I like to call “Limitation Striptease.” What is no longer serving you and holding you back from being at your Point B today? What do you need to bless & release?

How to go from Point A to Point B = Consistency + Cohesion + Charisma

Consistency

- Meaning: *the same, predictable, dependable, reliable, uniform*
- Online, Offline + In person
- Through reputation, referral, and word of mouth

(Think about Starbucks) No matter where you are or what location you go to there is a consistency you can depend on. Green aprons, quick lines, customizable orders, clean bathroom, snacks and green straws.

Do you have a similar consistency in your business & branding?

Cohesion

(Think of a fashion runway) Designers use the same fabrics, shoes, and hairstyles, color palette, and design aesthetic in every look of their collection. While each one is different there is a cohesion where each look seems to lead to the next and creates a flow.

Do you have cohesion in your business & branding?

Charisma

- Defined as: *authentic confidence*
- Those... “*That’s so.....you!*” or “*I thought of you when I saw this!*” moments
- Your *ICONIC DETAILS* or the details that make you iconic and memorable.

Does your branding embody your charisma? Does it differentiate and exemplify the unique value you bring to the table?

WORKSHEET

<u>Reflection:</u>	<u>Manifestation:</u>
<u>Control Your Narrative</u>	
<u>Refresh</u> ● ● ● ● ●	<u>Design</u> ● ● ● ● ●

Bless & Release

Consistency

Cohesion

Charisma

Notes:

Care to go over your results?
Did you have any inspired ideas after completing this exercise?

**Schedule a Complementary 30 Minute Discovery Session
& let's review what came up for you:**

<https://calendly.com/iconicdetails/30min>

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