



ICONIC DETAILS

360* ICONIC PERSPECTIVE ~ BRAND ASSESSMENT ~

I believe in a **wholistic approach** when it comes to my clients and the projects we create together. This 360* Iconic Perspective Map is a self-assessment tool that results in an eye opening visual for where your brand is currently.

As a swimmer growing up, I remember my coaches saying, “To improve, you must focus on your technique and the fundamentals.” No matter what our skill level, at the end of the day it all came back to “Kick - Drill - Swim.”

In terms of **branding & marketing** this translates to:

Fundamentals:	Techniques:
Identity ~ Image ~ Message ~ Marketing	Consistency ~ Cohesion ~ Charisma Reflection ~ Action

Branding is something to BE, not something to do.

- A chance to show up, speak up & stand out.
- To identify the details that make you iconic and memorable.
- To build brands that are consistent, cohesive & charismatic.
- An opportunity to differentiate yourself and exemplify the unique value you bring to your industry and clientele.
- Being “iconic” means you are visibly authentic.

~ TERMINOLOGY ~

Identity:

You know the personality, look, feel, voice, strengths & differentiating factors of your brand/business.

Image:

You can easily identify the iconic details that make up the visual statement and first impression of your brand/business. You know your color palette, fonts, symbolism, and unique aesthetic. You know what you want to be associated with and how you want others to perceive you.

Message:

You know the statement you want to make with your brand/business. The “why” that inspires your work. You know your mission, vision & value statements and how you want to position yourself in your industry.

Marketing:

You can outline your client flow and sales funnel. You have a marketing strategy & plan for implementing it. You have tools and resources in place to make marketing simple and sustainable. You are ready to reveal any evolutions you may go through with your brand/business.

Consistency:

Meaning: Predictable, dependable & reliable. You have the consistency in your online, offline and in-person presence. You have consistency across all platforms and mediums. Through your reputation, referrals, and word of mouth.

Cohesion:

Meaning: Uniformity, harmony & flow. There is a symmetry about you. Everything you say, do and produce seems to have a cohesive flow to it.

Charisma:

Meaning: Authentic confidence. You have that special “je ne sais quoi” about you. Others often say to you “That is SO you!” or, “I thought of you when I saw this!”

Reflection:

You are regularly make time to reflect on your life and work. You know what’s working and what isn’t. You know what you want more of and what you would like to change. You understand what you need to release, as much as what you want to embody, embrace and personify.

Action:

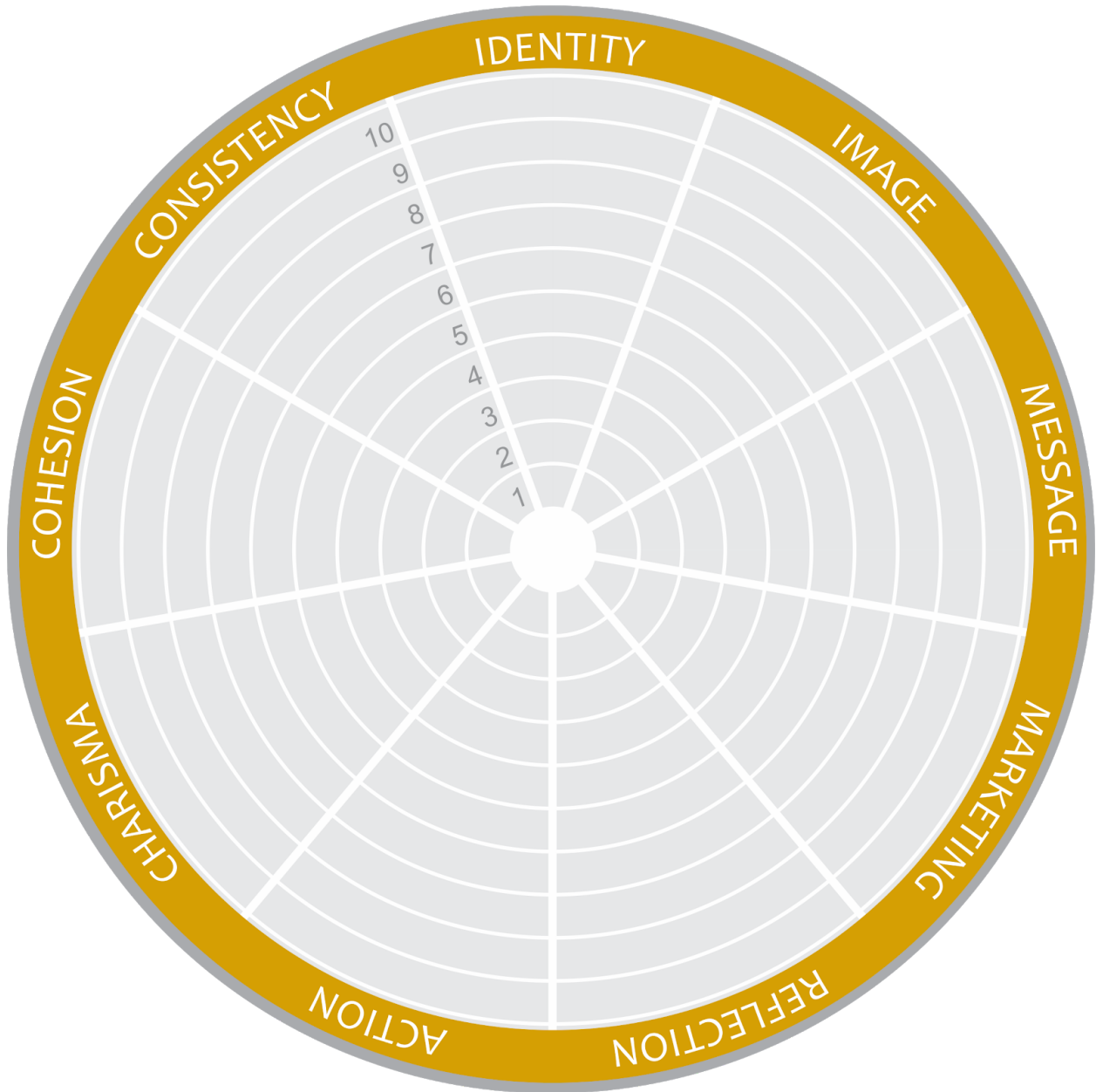
You have a strategy and process you know you can trust, to be where you want to be. You have projects you’re working on, collaborators you can call, and a team of experts on your side. Generally you like to have a plan, do and review mentality.

THE 360* ICONIC PERSPECTIVE MAP

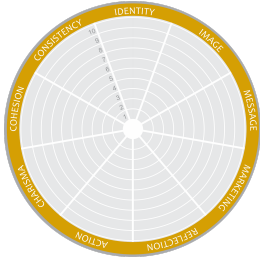
Assess your brand/business in each of the following areas.

Use the terminology list to clarify each section and color in your score.

1 = Absent, Needs Attention → 10 = Iconic, I Got This!



~ I'M CURIOUS ~



- What sections did you score 5 or less?
- What sections did you score 5 or more?
- What was your biggest take away after doing this exercise?
- What would be your first question for me based on your results?

GREAT QUESTION!

Here are two ways I can help with that:

1) Schedule a [Complimentary 30 Minute Discovery Session!](#)

Let's chat about what your working on, thinking about or questioning. I promise this is not a sales call! It's just 30 minutes to see how many ideas, suggestions and resources I can offer you. Full transparency, I have some of my greatest ideas when put on the spot or in impromptu situations, so why not trigger this creativity!?

Sure, if we hit it off and we agree I could be a positive resource for you I will totally share what working together might look like. That said, please know that is not my primary motivation during this call. If anything your questions help inspire me and keep me on my toes.

If you've got something in mind, schedule a call (secretly I am dying to hear all about it).

2) My [Brand Strategy Worksheet:](#)

If you're not ready to chat just yet, here's your next worksheet. Reflect on where you are today vs. where you want to be. What you need to refresh, design bless and release to get there. Finally brainstorm ways to be more consistent, cohesive & charismatic with your brand. Work through this and keep me posted!

~ Ashley

Founder & Creative Director of Iconic Details