

BUILD YOUR BRAND FOR POSITIVE IMPACT



INTRODUCTION

So many start-ups fail to stand out because they don't take the time to build their brand for positive impact.

You rush into execution because your priority is to start selling. And marketing feels too pushy anyway. It simply doesn't fit with your values.

But then you struggle to get your brand off the ground.

Without the right fundamentals in place, you're going to fight to be seen and really break through. And all the blood, sweat and tears that you've poured into your brand will end up in frustration, or worse, burnout.

You're right about one crucial thing: the marketing tools that are used today ARE pushy. They are designed to fuel never-ending growth.

So, if we want to have a positive impact in the world, to evolve mindsets and shift consumption habits, we need to change the way that we build and market our brands.

THE SOLUTION

If you're here, it's because you want to do things differently!

To find a way to authentically build and scale your brand's impact without all the pushy sales tactics that promote never-ending consumption.

When you build a brand that leads through a transformative purpose, challenges the status quo, and truly walks the talk, you'll...

- Disrupt and lead the industry to new possibilities (rendering competition obsolete)!
- Build meaningful connections with ideal clients who share your beliefs and won't squabble over pricing.
- Attract passionate, purpose-driven talent.
- Make the positive impact in the world that you created your brand for in the first place.

If this sounds like you, then look no further, we've got you!

This 5-week online program is specifically designed for start-ups looking to clarify their brand positioning & story to scale their positive impact in the world.



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WHAT YOU WILL GET

You will get weekly live sessions with Christina Bouglass, brand building expert and strategist with over 20 years experience building brands, step-by-step guides, support & accountability as well as direct email access and personalized feedback during the duration of the program.

Week 1: articulate your brand purpose, values and beliefs

Week 2: define your ideal clients and find a compelling client insight

Week 3: hone in on your brand positioning and stand out versus your competitors

Week 4: focus on bringing your brand identity to life

Week 5: craft your brand story to magnetize your ideal clients

By the end of the program, your brand will:

- Be anchored in a clear brand purpose, authentic values and beliefs
- Have a unique positioning to stand out versus its competition
- Have a clear brand identity that shines through
- Magnetise the clients who believe in its purpose

WHAT'S THE COST

The total cost for the 5-week program is 2'500.- Frs (excluding VAT).

HOW TO SIGN UP

The next cohort will be starting in June 2024.

If you would like to get on the waitlist, or have any questions at all, then please reach out directly via email: info@thebutterflymovements.com

