



WHAT MAKES AN

Authentic
Brand?

First, Be Authentically You

START OFF ON THE RIGHT FOOT

BE YOU

Sometimes we get stuck in the "what do I say" mode, and we end up sticking our foot in our mouth--or not even opening up our mouth in the first place. Open your mouth, and be authentically YOU. People know, like, and trust *people*, "not businesses."

DON'T SELL CONSTANTLY

You have seen it before. Someone on your news feed consistently sells things with no lead up, no background story, and no real connection to you. Don't do that. Don't sell from the get-go. Be available. Be YOU. And be vulnerable first.

SHARE

There's a reason Vlogs are popular! People know, like, and trust people that they know and can build a connection or relationship with. Are you giving them the chance by sharing about your life and business?

FIND YOUR TRIBE

Have you ever stood in a crowd doing one thing while you did another? No, it's uncomfortable... and... well... awkward. Find your tribe, surround yourself with them, and watch your network grow as you connect.

DON'T COPY OTHERS

If you're being uniquely you, then other people's messaging and brand voice likely will not work for you. Create a brand voice of your own, follow it to a T, and connect with others that way.

LISTEN TO YOUR AUDIENCE

If you are being authentically you, and you're still not getting engagement, then really LISTEN to your audience. Either the audience is not who you should be targeting, or you need a different approach.

Second, Create Your Brand

You only get one chance at a first impression! That's a bit of a scary thought, huh? ONE chance! Yet, your business needs to voice its unique brand to the world.

Sure, there are several people out there who do exactly the same type of thing as you, but you do it just a bit differently!

Considering that, you want your online audience to have the same emotional response as they would if they were chatting with you in person. This is where your brand can really begin to shine.

Create Your Visual and Verbal Brand:

This is what most people believe make up your brand. However, these are simply visual or verbal representations of your brand. They're important, but that's not all there is to it.

- Business Name
- Business Tagline
- Your Business Title
- Your Logo
- Colors and Vibe
- Hot Hook/Elevator Pitch
- Copywriting

Create Your Foundational Brand:

These are the pieces that you don't necessarily show the entire world verbatim, but define your brand at its core. Without these, your visual/verbal identity has no basis.

- Ideal Client Avatar
- Brand Archetypes
- Your Brand Story
- Signature Program + Other offerings
- Pricing Services or Products
- Dream Team
- Success Plan

Lets Connect

SO YOU CAN MAKE A BIGGER IMPACT



Hey there fellow female entrepreneur,

In the past I was the one to chase after all the quick-fix promises, the 45-minute life-changing zoom sessions, "here's the answer" books, mastermind courses, and more—all to end up empty handed.

I was missing one key element: a strong brand. Maybe those things could have offered a bit of help, but not without the proper foundation. I've been there and done that.

So, why should you trust me? I've been a web and graphic designer since 2009. I have an insatiable love for helping others—especially helping them to find their footing to do the same. In fact, I EVEN started out with pro-bono websites for nonprofits.

Through my experience, I've learned EXACTLY how to build brands that become known, liked, and trusted which in turn allows them to not only make a profit, but change the world and fulfill their dreams while doing it.

I genuinely want to help other women so that they can make this world a better place. And I'd love to start with you. Book a call to the right!

Much Love,

Amber Ingraham



Amber Ingraham

Flawless By Creation LLC

[Book a Call](#)