



# 20/20 BRAND *Recharge* PACKAGE

*Studio.*  
BY KIMBERLY ANN DESIGNS

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BY KIMBERLY ANN DESIGNS

## **WELCOME**

THANK YOU FOR ALLOWING STUDIO BY KAD TO CREATE YOUR TOOLS  
THAT YOU NEED FOR YOUR BRAND.

### ***HERE IS WHAT THE 20/20 PACKAGE INCLUDES:***

TEXT BASED LOGO

BASIC EFLYER OR BUSINESS CARD DESIGN

BRAND BOARD

BRAND STRATEGY

20 MINUTE CLARITY SESSION

IN THIS FOLDER YOU WILL FIND TOOLS TO ASSIST WITH BRAND  
STRUCTURE. IF USED WITH CONSISTENCY, YOU WILL  
NOTICE BRAND ELEVATION.

***THANK YOU AGAIN AND WE PRAY THAT YOUR BRAND  
CONTINUES TO ELEVATE.***

*Kimberly Ann Howard*

A top-down view of a desk with a laptop, a pair of glasses, a cup of coffee, and a notebook. The notebook is open to a 'Weekly Agenda' page, and a hand is writing on it. The background is a soft, light gray.

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# ***PLAN YOUR BRAND***

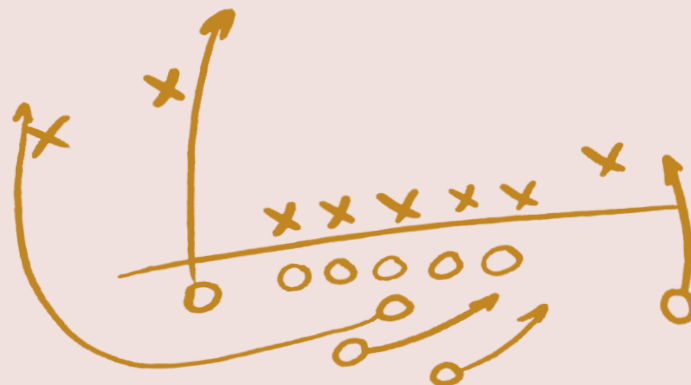
***BY KIMBERLY ANN***



# PLAN *YOUR* BRAND

BY KIMBERY ANN

*Worksheets and Notes*







# PLAN YOUR BRAND *Worksheets*

Plan your brand strategy, execute it, and demolish your competition!

This winning strategy totally applies to your business! Use these worksheets to plan your brand game plan exactly how you want it to exist, so that it will be consistent from the very beginning to end.

Even if you have an existing brand, it is never too late to develop a winning strategy- *let's get it!*

## *Brand Name*

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## *Brand Mission*

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## *Brand Personality*

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## *Brand Inspiration*

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*Describe Your Ideal Client*

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*What are your Brand Colors*

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*What is Your Brand Pattern or Texture*

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Congrats on building a solid strategy for your brand! This game plan will help you build a consistent brand and develop collateral that will highlight the foundational values that you have set for your business. It will also allow your customers and competitors to understand your presence within the market. *Now, you have a winning brand strategy!*

## BRAND COLLATERAL *Checklist*

- ☐ MOOD BOARD
- ☐ LOGO
- ☐ BUSINESSSS CARDS

- ☐ POSTCARDS/FLYERS
- ☐ SOCIAL MEDIA GRAPHICS
- ☐ WEBSITE

*Notes*

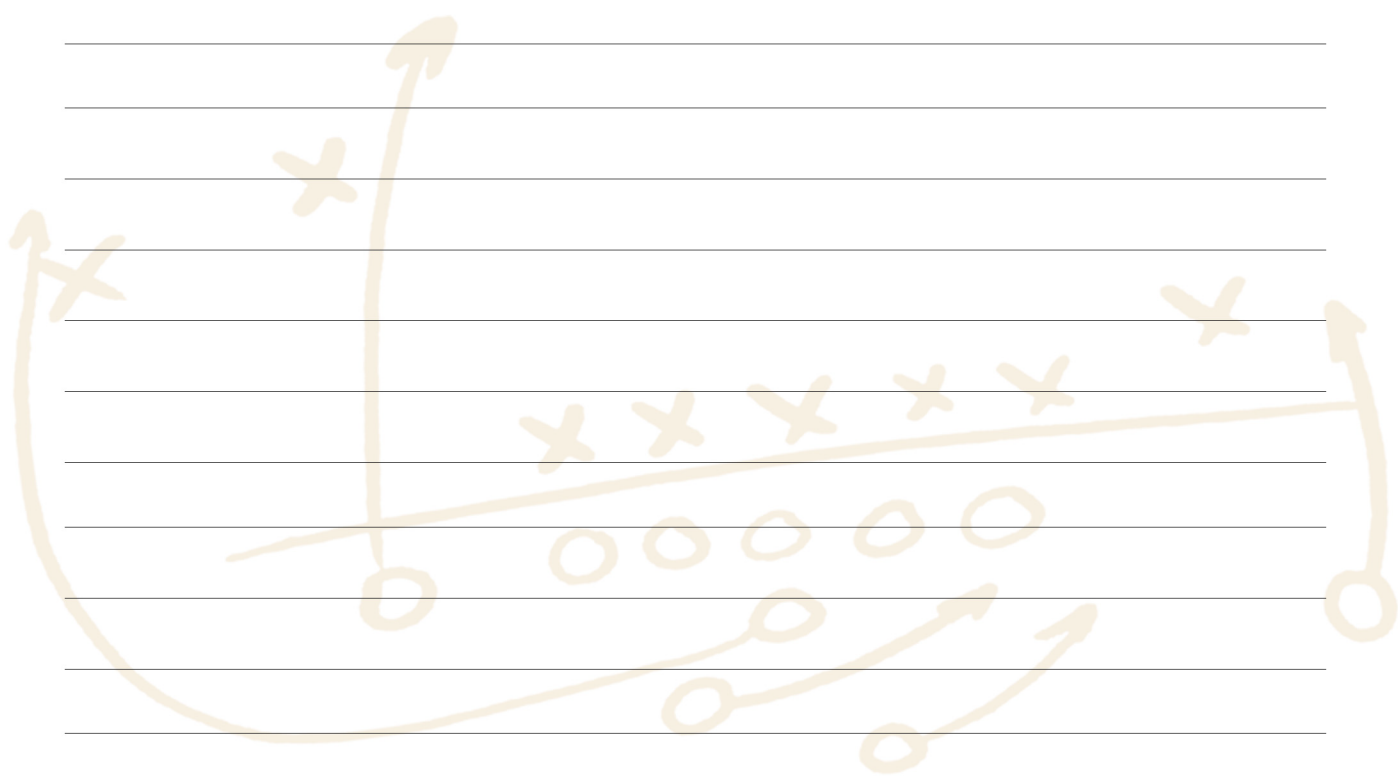
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# Notes



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# Brand Fundamentals

## 1. BRAND MISSION

● **Write your mission statement.** Identifying why you serve your audience every day is going to help you stay on track in your business. Do some business soul-searching and figure out what the core mission of your business is. Don't try to do what everyone else is doing because your efforts to make your brand stand out won't make a difference if they are not authentic. A clear mission will keep you going.

## 2. BRAND STORY:

● **Share your journey.** Go behind the scenes of your business. Go back to the beginning and share how you got started. Share moments of your business that you know will connect your audience and serve them in a new way.

## 3. BRAND BALANCE:

● **Decide how you will show up professionally and personally.** Find a balance of the professional side of your business and the personal side of what it takes to actually run your business. Social media is a great way to share the not-so-glamorous side of your business. Sharing personal sides to your business at a professional level is a great way to interact with your audience on a deeper level.

## 4. BRAND VALUES:

● **Determine what you believe as a business.** Setting core values will communicate what you believe as a business and how your company works together toward your shared vision. Always stay true to the values of your business, and be really clear on what you stand for as a business and brand.

## 5. BRAND BOUNDARIES:

● **Write opportunities that you will say yes and no to.** Creating boundaries for your business will help you learn when to say no to something that doesn't align with your brand. It's important that you continue to differentiate yourself in your industry and saying yes to everything might dull your impact.

## 6. BRAND MESSAGE:



● **Identify your core offering and write your brand message.** Identify your core service and sharpen the language used in your content to help visitors relate to your brand. With the right brand messaging you can inspire them, persuade them, motivate them, and ultimately turn them into genuine customers or clients.

#### **7. BRAND LANGUAGE:**

● **Write a list of words that sound like your brand.** Brand language is how you communicate with your audience. Your brand should communicate a clear message that your ideal audience can easily understand and relate to. Don't be afraid to be yourself. Every brand voice is unique and will attract people who will resonate with you.

#### **8. BRAND PERSONALITY:**

● **Identify your brand's characteristics.** Giving your brand a persona will help you gain clarity when building out the rest of your brand. Your brand personality should reflect a positive character and attract an audience that can authentically connect and relate to you.

#### **9. BRAND KEYWORDS:**

● **List your brand keywords for SEO.** Make a list of keywords that you can use throughout your copy, file names, headings, descriptions, etc. This will take your Google Ranking to the next level. These words are what your brand identifies with the most and how your audience will ultimately discover you.

## **Brand Strategy**

#### **10. BUSINESS NICHE:**

● **Specify your industry and expertise.** Narrowing down your business to one specific niche will help you stay ahead of the game in your industry. Not only will you become the expert, but you will also have a clear focus when researching, creating products, and marketing your target audience.

#### **11. TARGET AUDIENCE:**

● **Identify your ideal customer or client.** Getting a clear understanding of who your target audience is and what they need from you will allow you to better serve them. Find out what their biggest struggles are and which

platforms they're primarily most active so you can discover the best way to connect with them.

## **12. COMMUNITY:**

● **Connect and engage with a community that inspires you.** Engaging with your audience and building genuine relationships is crucial for your brand's success. Take time to respond to comments on social media and blog posts. Join groups and comment on threads where you can offer a little bit of value. Make friends with complete strangers on the Internet.

## **13. COMPETITORS:**

● **Identify and differentiate yourself from your competitors.** Identify the competitors in your industry and identify what makes you different. Learning from your competitors is also a great way to stay ahead of the game, but don't get too distracted looking into someone else's lane.

# Brand Design

## **14. MOOD BOARD:**

● **Create your mood board.** A mood board is a collection of imagery that reflects your brand. Think of this as your north star and reference this mood board to get a quick, clear vision of your brand's aesthetic and feel.

## **15. LOGO DESIGN:**

● **Design your logo or hire a designer.** Many different elements make up your brand, and your logo is only one of them. Keep your logo clean and concise using no more than 3 fonts and 3 colors. Simplicity is ALWAYS best. Hiring a professional designer will save you time, and ultimately money, and the results will be worth it. Designing it yourself or purchasing a pre-made logo may not be the best option if you're looking to take your brand to the next level. A creative, designer-quality logo will help guide the vision of your brand.

## **16. BRAND FONTS:**

● **Purchase your font licenses.** Fonts come in all different personalities, so it's important to select fonts that stay true to you. Explore endless fonts and choose your typography to set the tone for your brand. Select two or three fonts to purchase, and use them consistently throughout your website, social media graphics and other branding materials.

## **17. BRAND COLORS:**

● **Choose your color palette.** Colors have an effect on how you make your audience feel. Your brand should reflect a specific style and make your audience feel a certain way. Choose a color palette that plays to the emotions and supports the personality you want to portray.

#### **18. WEBSITE THEME:**

● **Design your own theme.** You need a beautiful, professional platform that will help turn leads into genuine customers or clients. Your website is one of your biggest assets and can either make or break a business. Depending on your budget and experience, you should invest in a web designer to create a completely custom website or purchase a theme and build it yourself.

#### **19. WORKSPACE:**

● **Organize your office.** Find or design a space that inspires you and your brand! Whether you have a desk in the corner of your closet, an office room or full-on building, make sure you are letting it be known that this is *your* space. This is where the creative magic happens, so you want to pour your heart and branding into it as much as possible.

#### **20. BRAND SIGNATURE:**

● **Style your email signature.** Update your email signature with your new profile photos, logo and a call to action. Sending regular emails will be much more effective in establishing trust and driving traffic to your website or recent post.

## **Brand Assets**

#### **21. WEBSITE HOSTING + DOMAIN:**

● **Purchase and set up your hosting plan and custom domain.** Secure the URL for your business website. Owning your own branded domain will establish credibility for your business. A domain and hosting plan is mandatory to get your website up and running.

#### **22. BUSINESS EMAIL:**

● **Set up your inbox.** Create a business email to keep track of all your business-related messages. Organize a separate inbox for special inquiries, support requests or team members.

#### **23. BUSINESS CARDS:**

● **Design and order your business cards.** Handing out your business card is a great form of marketing. Attend social events and connect with as many people as possible. Keep them on hand always – you never know who you might run into one day. An effective business card design always has a clear call to action.

#### **24. BRAND PHOTOGRAPHY:**

● **Curate a photo collection.** Hire a professional photographer to take brand photos or search for commercial-free stock photos online. Having a collection of photos that relate to your branding will help you stay consistent as you expand your brand across all mediums. This is perfect for establishing an Instagram theme, adding photos to your website or using them in your marketing graphic. Great photography will help take your brand to the next level.

#### **25. PROFESSIONAL HEADSHOTS:**

● **Take your headshots and update your profile photos.** Use a professional headshot to identify the face behind your brand. This photo is virtually anywhere you have an account online. On social media, this is what people look at to see if you're a real person. Photos of yourself will humanize your brand.

## **Brand Content**

#### **26. WEBSITE CONTENT:**

● **Outline your pages and write your content.** Your website content is one of those things that might take the longest. Remember to keep things simple. If you have the budget for it, hire a professional copywriter and invite them to your Asana project so they have a clear understanding on your brand direction.

#### **27. BLOG POSTS:**

● **Strategize your post content and create a blogging schedule.** Determine what types of posts you'll write and how often you will publish new posts. Start off with as many as you can realistically handle and then gradually adjust your schedule depending on your time and audience's expectation. A blog strategy sets the pace for your brand letting your audience know when they can expect to see new content from you.



## **28. NEWSLETTER:**

☐ **Create an email list and freebie offer.** Choose a newsletter provider to start collecting email addresses for your blog or business. An email list is a direct channel to your audience where you have full permission to promote your business and stay connected. Create a a newsletter template that fits your brand.

## **29. SOCIAL MEDIA:**

☐ **Choose your social media platform(s) and create a strategy** Social media is an effective tool for your brand strategy. Lock in your social media profiles and work on growing a following of genuine people for your business. Your platforms of choice should be where your audience appears the most. The more you show up, the more likely you'll get noticed.



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***SOCIAL MEDIA  
STRATEGY  
BY KIMBERLY ANN***



# SOCIAL MEDIA PLAN *for Entrepreneurs*

BY KIMBERLY ANN

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# 7 Day Social Media Strategy

A weekly social media calendar that will help you create an effective plan. Write your weekly topics.

Monday

## MOTIVATIONAL MONDAY

Share an inspirational quote  
or meme

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Tuesday

## PROMO TUESDAY

Share your current promotion

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Wednesday

## WORK IT WEDNESDAY

Share a team member that has  
been going above and beyond for  
your brand

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Thursday

## TIP THURSDAY

Share a tip about the services or  
products that you offer

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Friday

## FLASHBACK FRIDAY

Share an old picture

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Saturday

## CALL TO ACTION SATURDAY

Direct your audience to your  
website by telling to go view  
your site.

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Sunday

## LET'S GET PERSONAL SUNDAY

Share a personal photo of you  
or your family. Engage on a  
personal level with your audience.

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## Social Media Sizes

Standard sizes for social media post.



### FACEBOOK

Cover Photo 851 x 315  
Profile Picture 180 x 180



### INSTAGRAM

Profile Photo 110 x 110  
Photo Thumbnails 161 x 161  
Photo Size 1080 x 1080



### TWITTER

Header 1500 x 1500  
Profile Photo 400 x 400  
In-stream Photo 440 x 220

## Hashtags

Use this section to write down your common hashtags.

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## Username & Password

Use this section to write down your username and passwords for later use.

Social Media Platform	Username	Password



## Social Media Checklist

- ☐ Respond to all comment post
- ☐ Respond to all DM's or direct messages
- ☐ Find and engage with potential clients or customers
- ☐ Create a conversation
- ☐ Send a video in a direct message
- ☐ Post at least 3 times a day
- ☐ Create Unique graphic to share
- ☐ Monitor my completion
- ☐ Linked my social media accounts to my website

## Notes

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# ***WHAT IS FINANCIAL LITERACY***

***BY TEE WILLIAMS***

# MY CREDIT COLLEGE

Building, Branding and Breaking  
Bad Financial Habits!

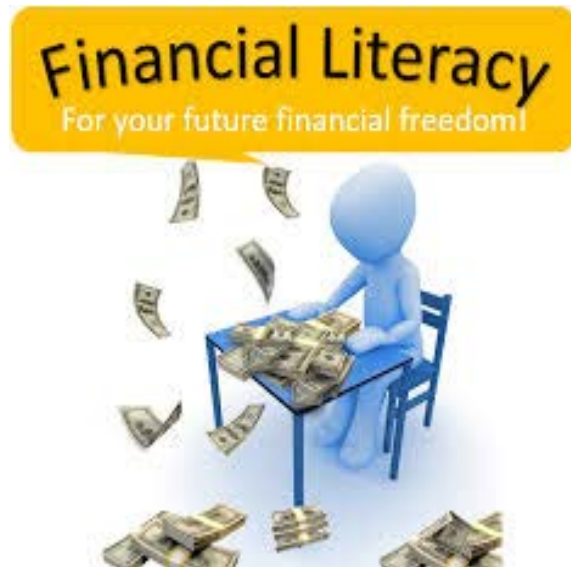
BY: TEE WILLIAMS



## Disclaimer:

This manual has been created for educational and informational purposes **ONLY**. This manual is not intended to provide legal advice on any subject. Should you need any advice on legal or financial matters, it is advised that you, the consumer, seek legal counsel through an attorney.





**What is Financial Literacy?** To be financially literate is to know how to manage your money. This means learning how to pay your bills, how to borrow and save money *responsibly* and how and why its important to invest and plan for retirement. Becoming financially literate does not mean learning from trial and error but being able to manage your finances proactively.

**Why is it important to be financially literate?** Being financially literate is the starting guide to understanding basic money management skills. These skills range from living within your budget, savings and understanding the importance of how to handle credit and debt. Having little to no knowledge regarding financial management can affect you in many aspects of your life. Some examples are your mental and physical well- being, relationship building and even your ability to find employment.

Becoming financially literate places you in a position for learning how to budget, manage debt, approach investing in a discipline way, and how to save for retirement. These are all healthy financial skills that you will be able to incorporate into your life style as well as share with others.

**Tips to Improve financial literacy:**

- Educate oneself by reading financial books about setting financial goals and saving money.
- Seek resources such as guidance from a financial advisor to successfully manage your finances and reduce debt.
- Take classes within your local community that offers information about finances and credit.
- Search for websites which provides resources and tools to assist you with making good financial decisions. ([mymoney.gov](http://mymoney.gov))

Pay  
Yourself  
**FIRST.**



### ***What does it mean to Pay Yourself First?***

One of the most important principals of personal finance is to pay yourself first. This concept is easy and simple. Instead of paying all your bills first and then saving whatever is remaining, do the opposite. Every pay period, the very first thing you do is set aside a percentage of your income and place it into a savings account. (I always suggest 10% minimum or more if you're able to do so) You do this before you pay anything else. This simply means to treat yourself like a bill and to always pay yourself first!

- Determine Your Monthly Income
- Determine your monthly expenses
- Subtract your monthly income from your monthly expenses

Example: If your monthly income is \$2500 per month, and your total expenses are \$2200, you technically have \$300 remaining to pay yourself first.

If you are in the negative at the end of the month, an alternative method is to reduce your expenses or to increase your income

There are two primary ways to pay yourself first;

### ***Set Up Automatic Transfer***

Most financial institutes will allow you to set up automatic recurring transfers between your accounts. This option allows you to pick the date and amount that you wish to save, and your financial institute will automatically debit your account on the day that you select.

### ***Split Direct Deposit***

Many employers offer the option to divide your direct deposits into multiple accounts.

This means that you may select for a certain amount that you wish to save from your paycheck. Your employer will automatically debit this amount from your paycheck and deposit it into a savings account or other interest-bearing account. The remaining balance of your paycheck will be deposited into a primary account which can be used to pay your bills.



Research conducted by Harris Interactive reports that

40% of Americans have a budget

26% don't pay their bills on time

60% of adults have never checked their credit score

35% have not viewed their credit report.

### ***Savings Tips***

- Start where you are
- Use what you have
- Do what you can

### ***Budgeting/Savings Apps:***

- Every Dollar
- Mint.com
- Digit
- Qapital

Enter your income, then decide where you need to allot your money for spending.

Find what you're good at and grow your wealth/Investments. Never depend on one source of income.

## ***Understanding Credit***

Credit in today's world is everything! It can affect your ability to gain employment, purchasing of a car, or to open a bank account. It is VITAL that you ensure the information reported on your credit profile is accurate and verifiable: information that cannot be verified must be deleted! The Fair Credit Reporting Act or FCRA, was passed in 1970 to "***promote the accuracy, fairness, and privacy of information in the files of consumer reporting agencies.***" To learn more about this law and how it protects you against the bureaus, visit

<https://www.consumer.ftc.gov/articles/pdf-0096-fair-credit-reporting->

To summarize, this means you have the right to dispute or challenge the reporting of any information that is contained on your credit profile. Once the bureau receives your dispute, they are allowed 30 days to provide validation of the debt that you are disputing. If they are unable to verify and fail to send verification it must be removed. Per the FCRA; If the bureau fails to respond within 30 days or requesting verification, the alleged debt in question must be removed for failure to comply by federal law.

- Every consumer is allowed ***1 FREE credit report per year***, or every 365 days.

To access your ***FREE*** credit report, GO TO [www.annualcreditreport.com](http://www.annualcreditreport.com)

It is recommended that you retrieve your credit reports from EACH bureau (**Transunion, Equifax and Experian**) as each report may contain different information.

Once you retrieve your credit report, be sure to check thoroughly to ensure all information is accurate. This includes but not limited to checking the personal information section (spelling of name, outdated addresses, DOB etc.)

If any information is inaccurate, I recommend that you send a letter to the credit bureau  
There is NO cost to dispute information with the Credit Bureaus or Debt Collectors.  
**NEVER DISPUTE ONLINE – IT WAIVES YOUR RIGHT TO LITIGATE!!!**

Below is the current address for the credit bureaus:

TRANSUNION  
PO Box 2000  
Chester, PA 19016

EQUIFAX  
PO Box 740241  
Atlanta, GA 30374

EXPERIAN  
PO Box 4500  
Allen, TX 75013

Credit scores range from 300-850, and scores generally over 700 is considered pretty good. Having a high credit score can serve as an advantage when you want to take out any kind of loans such as car loans or even a mortgage. Typically, the higher your credit score, the lower the interest rates, which saves you money in the long run.

Building credit is not an overnight process and it takes time and effort. It can take years of consistently managing your debt and consistently paying your bills on time to build good credit, but you can quickly decimate your credit by defaulting on loans or filing for bankruptcy.

CATEGORY	SCORE
<b>Excellent</b> (30% of People)	750 - 850
<b>Good</b> (13% of People)	700 - 749
<b>Fair</b> (18% of People)	650 - 699
<b>Poor</b> (34% of People)	550 - 649
<b>BAD</b> (16% of People)	350 - 549

DYK: Upon successfully building your credit and establishing a good payment history this puts you in a good position to negotiate and lower your interest rates.



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# ***ENTREPRENEUR'S PRAYER***

***BY KIMBERLY ANN***



Heavenly Father,

Thank you for equipping me with a mind and giving me the vision to pursue my dreams. Continue to give me strength bring my dreams alive. When I get weak and lonely on this journey grant me the ability to not stop. Let my business help others and the world.

Send the people to me that can help my business elevate and I can also help. Let them be Godly and have true work ethics and values. Give us the courage to press through hard times and pray in everything that we do. Lord, let our connections be sent from you.

Bless my business financially and send an increase so that I can have the things needed to maintain my business and live a life full of wealth. Let me be able to invest in my business and see it grow for generations. Also, allow me to give back to others.

Guide me by ordering my footsteps and directing my tongue as I share my passion, knowledge and expertise with the masses. I thank you for prosperity and abundant financial growth in my business that I may give back to you. Keep me focused, unshakable and unstoppable in my assignment. And as you continue to make my name great, I will give you all of the glory!  
In Jesus name, Amen

IN ORDER TO BECOME THE


10%

YOU HAVE TO DO WHAT THE OTHER 99%  
WON'T

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20/20  
BRAND  
*Recharge*  
PACKAGE

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"MEET US AT *THE STUDIO*.  
A FULL SERVICED CREATIVE AGENCY  
TO BUILD CONNECTIONS."