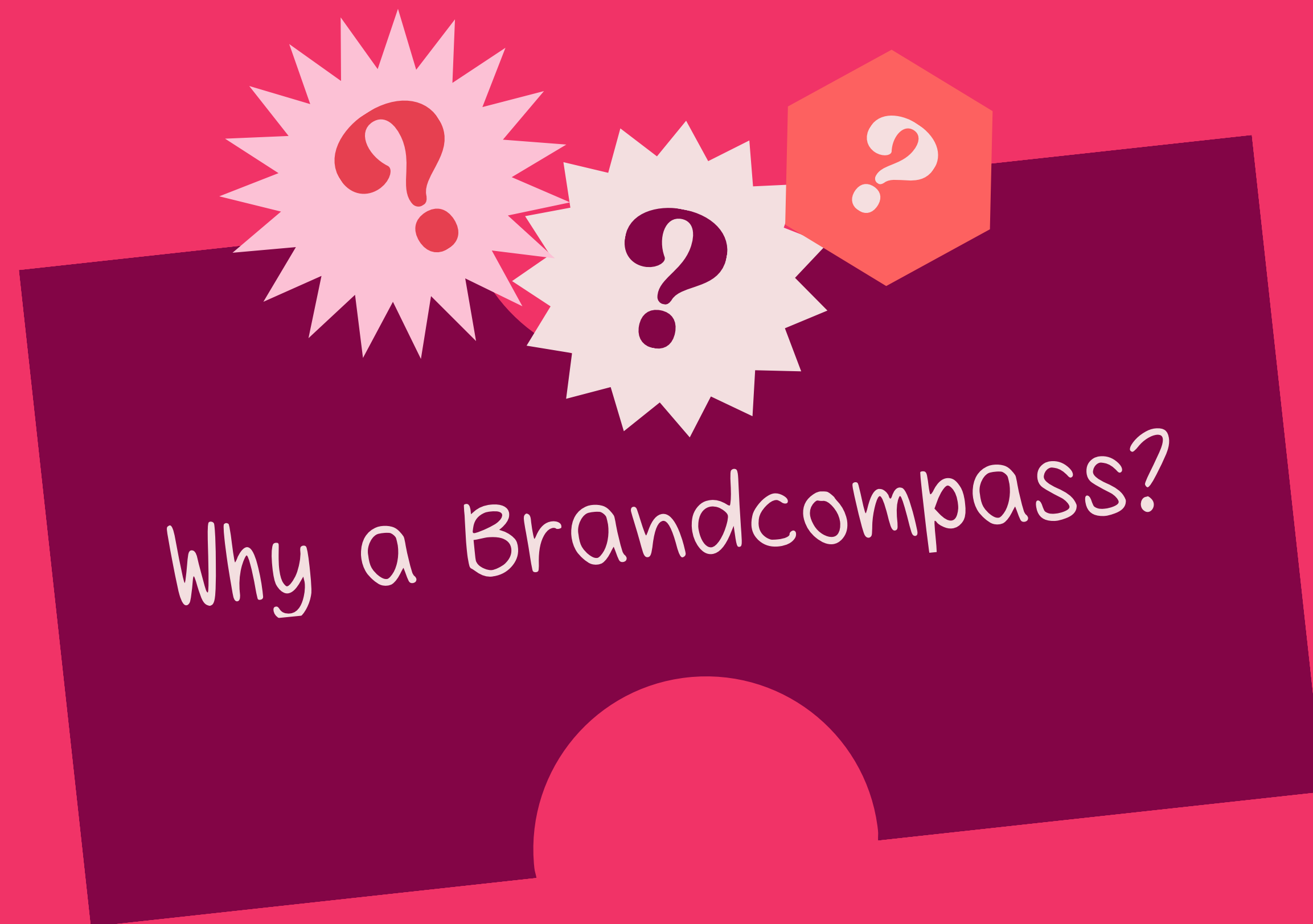


THE BRANDCOMPASS™

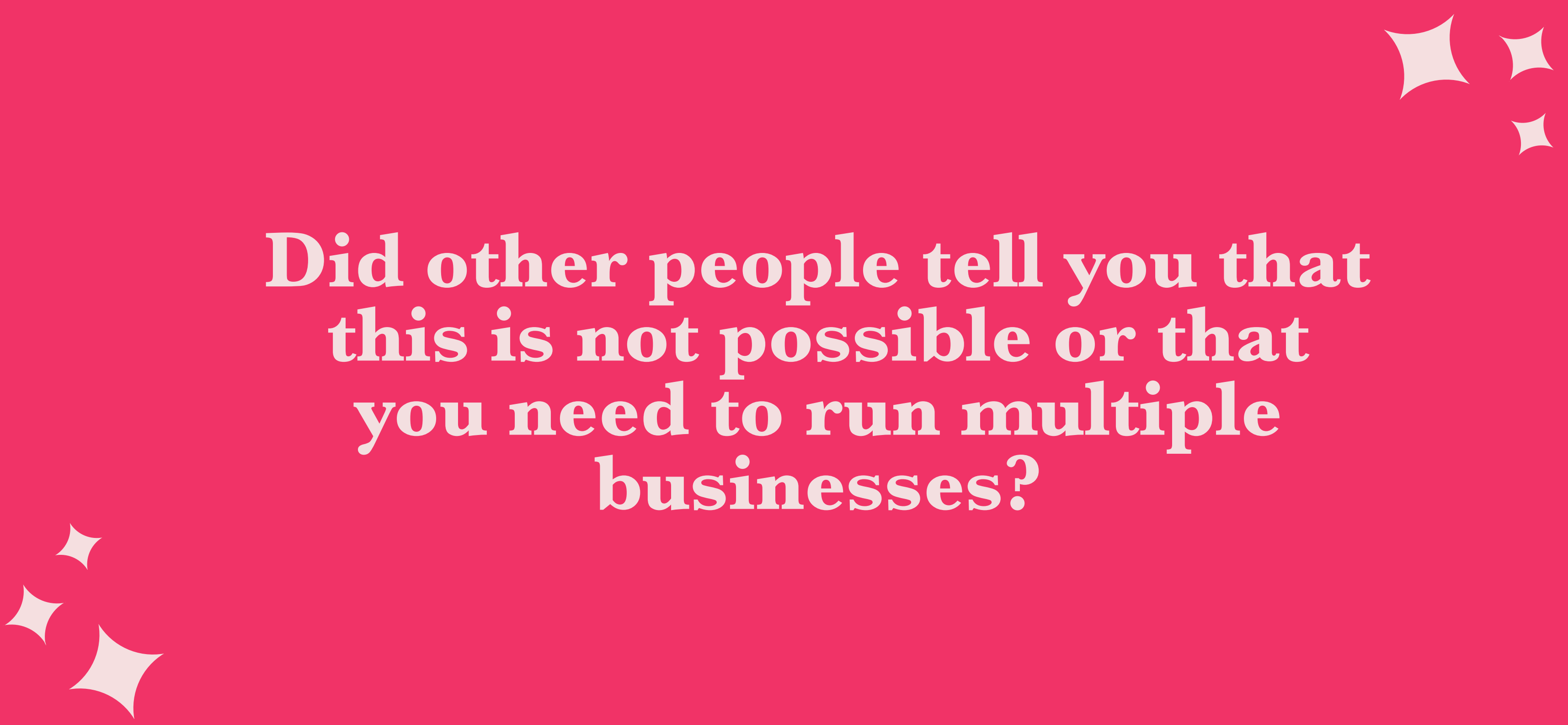
Group course for multi-passionate female entrepreneurs who want it all!

JESSICA
Luana
HOLISTIC BUSINESS COACH

HELLO
• A • N • D •
Welcome




**Did you ever wish you could
incorporate all your passions
within one business, within
one brand?**




**Did other people tell you that
this is not possible or that
you need to run multiple
businesses?**

**Or have you been struggling
creating a brand in the first
place?**



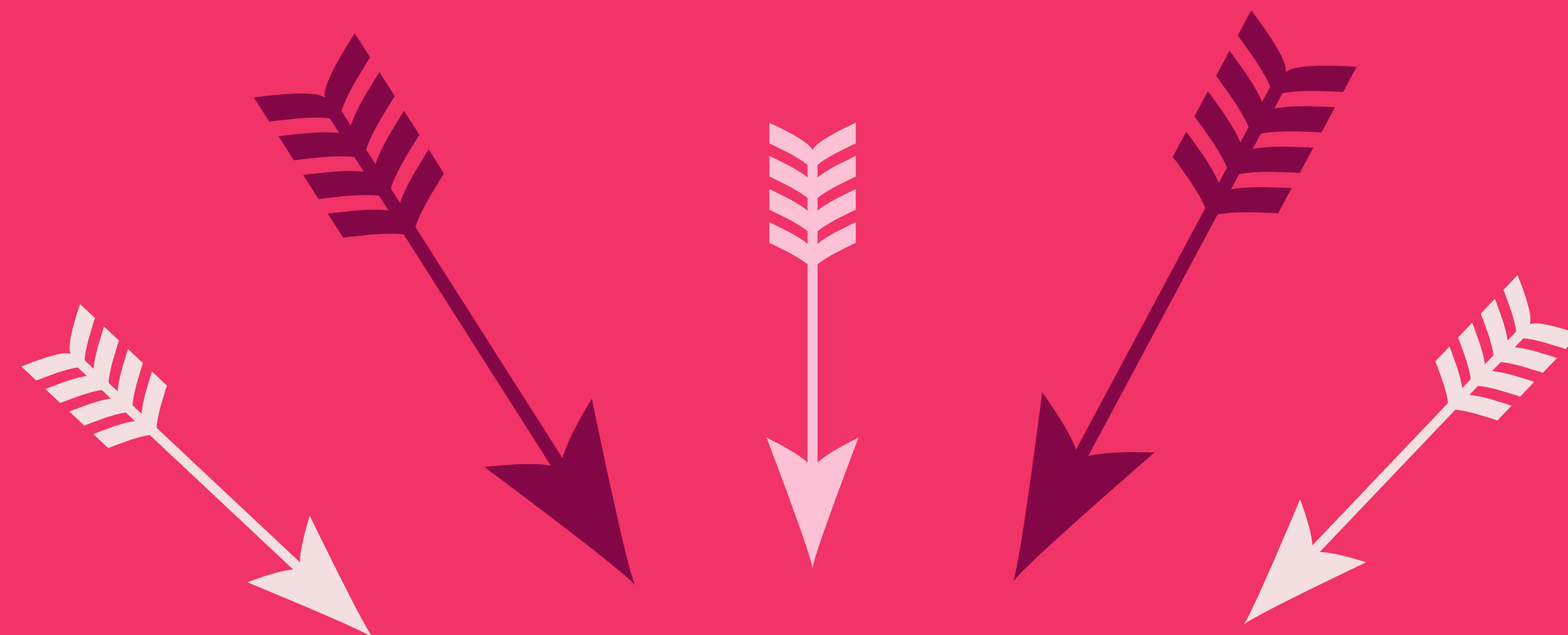


**Do you want to create a clear
and coherent brand which
will ensure all of your
marketing and sales efforts
are aligned with the essence
of what you are and do?**

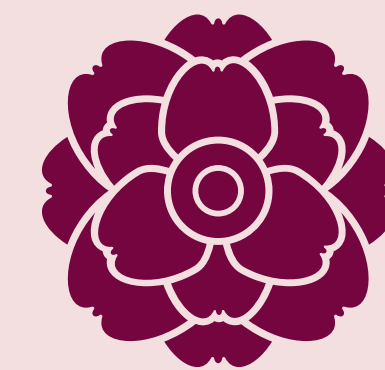




**Do you want to be a 100%
crystal clear on the right
messages for your audiences?**



You are in the
right place!



SAY WHAT?

Jessica: “Every startup and scale up I’ve worked with over the past three years have benefitted greatly from the Brandcompass. At the same time, I saw my fellow multi-passionate entrepreneurs struggling with combining all their talents into one business and coherent brand. So, I’ve tweaked the Brandcompass I initially designed for larger companies into a very personal one for creative entrepreneurs like you!”

THE BRANDCOMPASS™ USES

The Brandcompass will help you create an unique brand which will make you stand out and show the world exactly what your mission is!

Help you gain a deeper understanding of the links between all your passions/products/services, what binds them and what are the main pillars on which you should build your brand.

Give you clarity on which messages will work the best for your audience and how to position yourself within the field of your expertise.

With the Brandcompass your marketing process will be simpler, anyone you will ever hire will immediately be able to grasp your brand AND will align with it naturally. Not only people you hire, but most importantly your audience will get a clear understanding of what your business is about, without you needing to over-explain. This will save you time and money

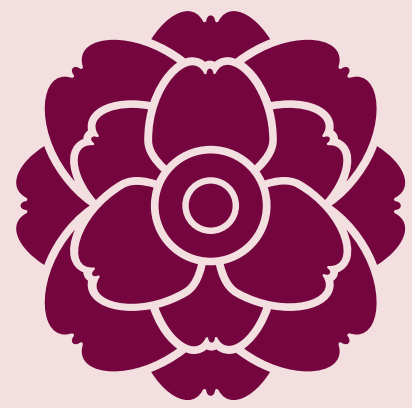
“IT’S A CLEAR MAP
OF THE
INTER-RELATEDNESS
BETWEEN WHO YOU ARE
AS A PERSON
AND THE ESSENCE
OF YOUR BUSINESS.”

This Brandcompass will serve as a guide in **decision** making, shaping your business and offerings, knowing the right **tone of voice** for your audience, which messages **resonate the most** with your brand and audience, your **ideal positioning** in this world, where your business **belongs**, which **brand pillars** you should emphasize on and which messages are right for your target group.

AND MORE!

BRING OUT THE Soul!

JESSICA
Luana



REALLY?

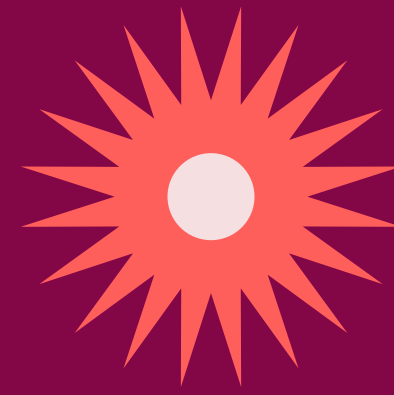
Jessica: “Clients have also told me that they finally understood who they were as a person as a result of this process. This is because we will work from your essence to the essence of your business. I also call it: bringing the soul out!”

Rebecca - @Satya Laila

“Before I found Jessica, I was struggling with trying to figure out my brand identity to make it stand out and make sense to me.

What I loved most is that it helped ME, the business owner, understand exactly what my brand and business is about, who I target, what I stand for and how to combine all my passions into one brand.

This helped me express myself better and position myself in a way that my audience grasps what I’m all about without making it complicated. This is exactly why I would recommend this program to any entrepreneur looking to expand their business.”



WHAT TO EXPECT?

Let's get practical!

Everything in your Brandcompass can be used in:



website (content,
tagline etc.)



Content (blog,
posts, leaflets, flyers,
magazines)



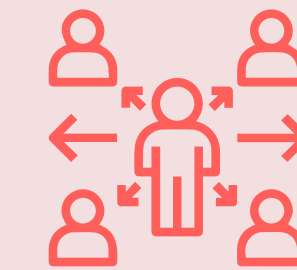
As Media Kit



Profile



Sales (calls and
pitches)



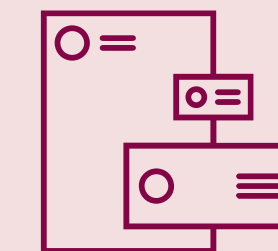
Outsourcing
(To align other to
your brand.)



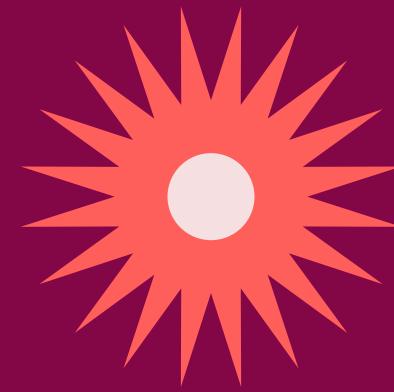
Promotions



Quotes (Knowing
which ones you should
use in your
communication)



Branding



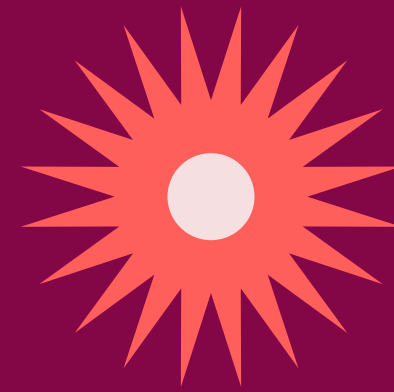
THE BRANDCOMPASS IS THE START OF ANY MARKETING AND SALES STRATEGY!

Also use this as a decision-making tool. Are any offerings coming up aligned with your mission, vision or values? It's sometimes easy to get distracted with so many possibilities out there. I'm sure many people want to work with you or co-create. But your time and energy are limited so make smart decisions that will help you achieve your goals instead of straying from your true path.

HOW WILL WE WORK

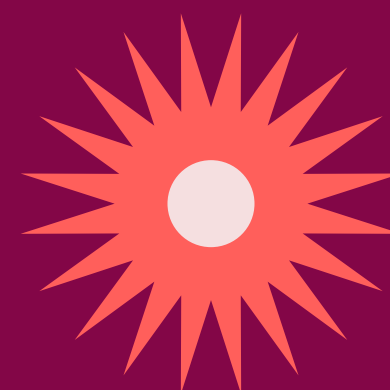
What will you get?





1:1 sessions	Self-Commitment Exercises	3 Masterclasses	Unlimited Access to the instructor	Facebook Q&A	Your Brandcompass	Community
You will receive 3 1:1 sessions with me.	After every session you will receive self-commitment exercises which you need to complete before the next session, this will provide a sense of flow and structure and will help us to gain a deeper understanding of your brand and the essence of what you do.	There will be one masterclass as a kickoff, one in the third week, and one in the last week.	With questions through Voxxer (the walkie talkie app). If you have questions while you are doing the self-commitment exercises, you can contact me on Voxxer.	During the masterclasses there will be time reserved for everyone's questions	An extensive document which contains your brandconcept, brand strategy and guidelines on how to use it.	Access to the facebookgroup with like minded entrepreneurial sisters in which you will feel supported, connected and inspired



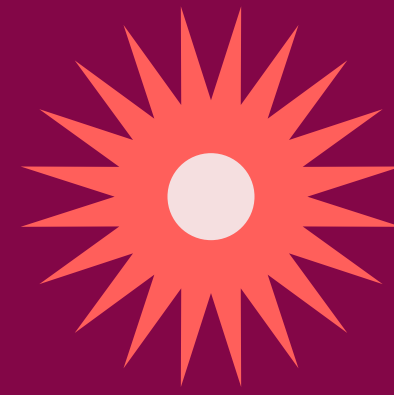
WHAT WILL MY INVESTMENT BE?

The details



 Time Investment	 Financial Investment	 Group Size	 Start Dates
2 hours a week + the time reserved for the masterclasses and 1:1 sessions.	1111,- Euros for the group course and 1888,- for individual course. *installments are possible	11 people or individual	Contact me for options /dates

*Note: this course is available for both the individual or for a group (minimum of 3 persons). Contact me for the options.



WHAT OTHERS SAY ABOUT THIS COURSE?

People who came before you

What Do Others Say About This Course?

The people who came before you....<3

Perni @Waveofpj

“ The brand compass put my ideas in the right place and structure my way to inspired action and in a way that I can incorporate all my passion within one brand.

Jessica made structure sexy (!!)

To be able to grasp your brand essence so early on in your entrepreneurial career saved me a lot of time and effort. To be able to put your energy in the right place so early was crucial for me in order to be able to run forward in a strategic way!”



What Do Others Say About This Course?

Rebecca - @Satya Laila

“ Before I found Jessica, I was struggling with trying to figure out my brand identity to make it stand out and make sense to me. When she introduced the brandcompass I honestly didn’t hesitate to invest as I trusted it was exactly what I needed, and I was right.

What I loved most is that it helped ME, the business owner, understand exactly what my brand and business is about, who I target, what I stand for and how to combine all my passions into one brand. This helped me express myself better and position myself in a way that my audience grasps what I’m all about without making it complicated.

This is exactly why I would recommend this program to any entrepreneur looking to expand their business.”





Send me a mail with all your questions: theholisticbusinesscoach@gmail.com

OR

Schedule a Free 30 min consultation call.

I am happy to answer any of your questions, to see if this course is a fit for you!