

**wo**  
man BEYOND THE BRAND

# OWN YOUR EDGE

THE WORKBOOK

Jennifer Hilton  
**woman**  
BEYOND THE BRAND

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[beyondthebrandwoman.com](http://beyondthebrandwoman.com)  
[@beyondthebrandwoman](https://www.instagram.com/beyondthebrandwoman)

# own your edge workbook

**w**

## **wake up your why?**

define your edge  
dream bigger  
mission

**o**

## **own your edge**

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the 3p's  
speak your truth

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magnetise your content  
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# wake up your why

When things feel a bit wobbly (because let's be honest, they will), take a sec to remember why you started this whole thing in the first place. This isn't just a job, **it's your dream**, your vision, and you're building it on your own terms.

# define your edge

A brand is a persons gut feeling, it's how they feel about you.

**'Think of your brand as an experience'**

**'You are the only person that can deliver what you know in the way that you do!'**

## LETS DIG DEEPER

- **What life lesson have you lived through that your dream client is just starting to face?** (That's your magic, you've been there, now you guide.)
- **What topic could you talk about for hours and still light up like it's the first time?** (That's your passion in action)
- **What's something people always come to you for, even if you're not trying** (Your natural brilliance shows up whether you notice or not.)
- **Which past jobs, roles, or random life experiences gave you low-key superpowers you now use in your brand?** (Yes, even that weird summer job you couldn't stand)

## **How can you weave these experiences into your messaging?**

The goal is to make your audience feel seen, use your story and skills to show them you get it, and you've got them.

# dream bigger

What impact do you want to make? It's **your big, bold why**.

Think of it as the soul of your brand, the change you're here to spark in the world, not just what you do. It's the feel-it-in-your-gut kind of statement that gives your work meaning.

Here is mine as an example? **“to create a world of fearless female leaders.”**

Remember, it's not about your service, it's about your impact.

**Go big**, this is your legacy in one fierce, unforgettable line.

Let's dream a little shall we...

## Question 1

Where do you see yourself and your business 5 or 10 years from now?

## Question 2

What does success look like to you and can you actually define it?

## Question 3

why are you really doing this? what's pulling you forward?

## Question 4

What kind of ripple effect do you want to leave on your clients, community, and maybe even the world?

These aren't just fluffy prompts, they're the heartbeat of your brand.

**Now it's time to put pen to paper and craft that impacy statement. let's make it powerful, punchy, and totally you.**

# mission

Your mission statement should be **concise** and clearly define your business purpose, values, and goals. It acts as a guide for decision-making. For example, my mission is,

**"I empower ambitious and successful female entrepreneurs with the courage to get visible through branding and imagery,"**

which is specific to who I serve and how I help.

## Question 1

Who is my ideal client, and what specific challenges are they facing?

## Question 2

What unique value or expertise do I bring to help solve their challenges?

## Question 3

How do I want my clients to feel after experiencing my services?

## Question 4

What actions or services do I offer to achieve these results?

**WRITE YOUR MISSION STATEMENT HERE**

# own your edge

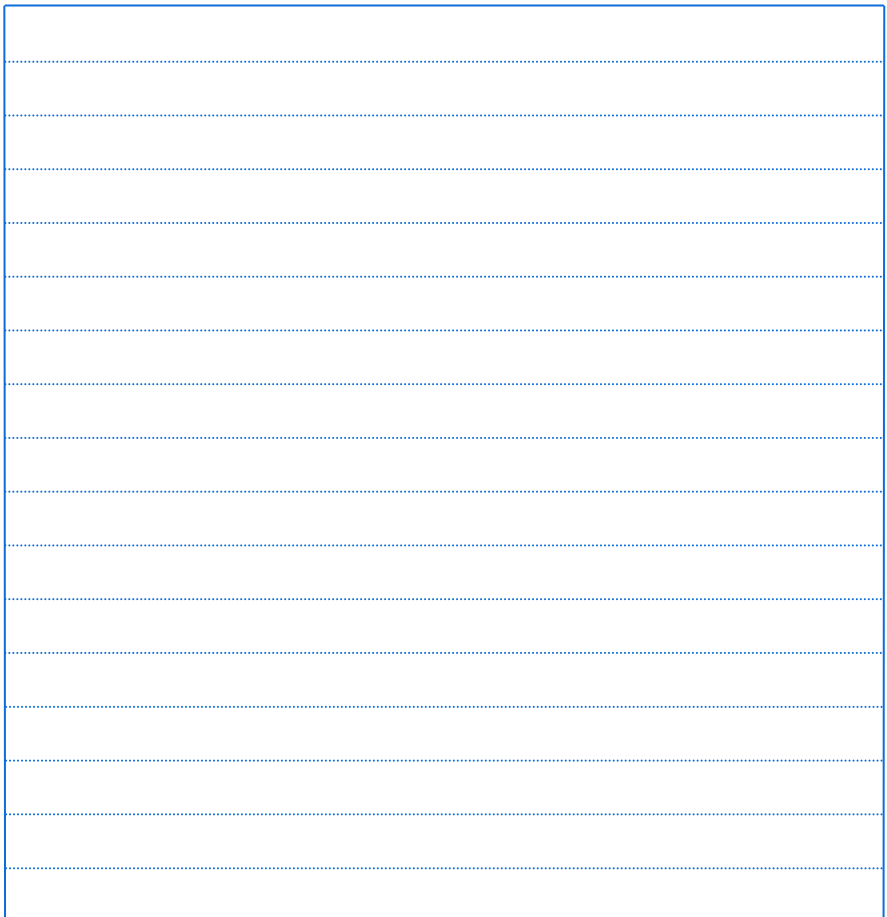
Own your magic. Your brand isn't just what you do, it's how people feel when they **experience** you. It's the vibe, the energy, the whole mood. so ask yourself: how do you want your audience to feel when they land in your world?

And don't forget, no one else can do it **quite like you.** your voice, your story, your way.

# find your difference

Your USPs (aka: your Unique Selling Points) are all about what makes you the one they've been searching for. What do you do **differently**? What can you offer that no one else can bring like you do? Think skills, quirks, experiences, the whole juicy mix that makes your brand uniquely you.

Start by listing out everything you've learned, lived through, and mastered, because that's the gold. You're not just another business. ***You're the one.*** Now let's make sure your dream clients know it.

A large rectangular box with a blue border and horizontal dotted lines, intended for writing Unique Selling Points.

# brand pillars

THE 3 P'S

PERSONALITY  
POSITIONING  
PURPOSE

# personality

Your brand personality is what makes your business feel human, relatable, and unforgettable. Is your brand the bold one cracking jokes, or the calm, grounded type with serious wisdom to share? Maybe it's a mix, playful and powerful?

Think about how you want people to feel when they **interact with your brand**. That vibe should guide your tone, visuals, and messaging across the board.

Now, if your brand were a person... *how would they show up?* Loud and wild? Soft and soulful?

Write down 3–6 words that capture their energy. Go with your gut, you know the vibe.



Ideas

# positioning

It's time to pull everything together and **claim your space**, with a positioning statement that hits just right.

Think of this like your brand's elevator pitch, but with actual clarity. It's short, snappy, and shows your dream clients exactly why you're the one they've been waiting for.

Here's the vibe:

For **[your people]** – who are you here for?

Who **[need this thing]** – what are they struggling with or what do they desire?

**[Your brand]** – who are you and what's your magic?

That **[how you help]** – what do you do differently that actually solves their problem?

Now go ahead, piece it together and make it yours. Keep it clear, keep it confident, and keep it you.

*"For female entrepreneurs who need more confidence and impact, Beyond the Brand Woman offers personalised branding strategies and high-impact visuals that make you memorable and distinct, unlike generic solutions that lack personal touch and depth."*

"For \_\_\_\_\_ who need

\_\_\_\_\_,

\_\_\_\_\_ offers

# purpose

Your business isn't just here to make money, it's here to *mean something*.

Your purpose is the heartbeat behind it all: the reason you started, the impact you want to make, and the problem you're here to solve.

It's what keeps you grounded when things get messy and guides every move you make. When you're clear on your purpose, everything else clicks into place, your values, your voice, your vibe. This is your why, and trust me, **it's powerful**.

## Question 1

Why did you really start this business, beyond just making money?

## Question 2

What problem are you passionate about solving for others?

## Question 3

What change or impact do you want your business to create in the world (or someone's life)?

## Question 4

When you picture your dream client thriving because of your work, what does that look and feel like?

# values

**What do you absolutely stand for in your business. no compromises?**

**What principles guide the way you show up, serve your clients, and make decisions?**

**Which qualities do you refuse to sacrifice, even when it's tempting to take the “easy” route?**

Your values aren't just words on a page, they're the compass that keeps your business *aligned* with who you truly are. They shape your voice, your vibe, and the kind of clients and collaborators you attract. When you live and lead by your values, everything you create resonates on a *deeper level*. This is what sets you apart, and it's the thread that connects your purpose to your impact.

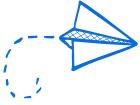
# Speak your truth

Speaking your truth is basically how you tell the world who you are, what you do, and why you're the one to help. It's your voice, your vibe, and the story that makes people stop scrolling and go, **“Ooh, I need this!”**

Whether it's your website, Insta captions, emails or ads, your messaging should feel like a *conversation*, not a sales pitch. Keep it real, keep it clear, and make it click with the people you're here to serve.

Your edge is your *'point of view'*

# 'your edge' framework



**FOCUS ON THEM**

Your audience wants to know, “**What’s in it for me?**” so make it all about them and the transformation you offer.



**EASY TO UNDERSTAND**

If a 12-year-old wouldn't get it, it's probably **too complicated**, ditch the jargon and keep it simple, clear, and easy to understand.

**LOW FRICTION**

If your content leaves people with more questions than answers, they won't buy **confusion kills trust**, so keep it clear and direct.

**UNIQUE**

Use storytelling to spark emotion and help your audience **picture the transformation** they'll get from working with you.

**YES IT'S FOR ME**

Does your dream client **KNOW** what's in it for them? Does it speak directly to what they are navigating every single day and what their desire is?

**ONE MESSAGE, ONE CALL TO ACTION**

Clear direction = clear decisions. Too many options create confusion, so make sure each post has **one clear goal**, where exactly do you want them to go?

# 'your edge' framework

Create messaging around their **DESIRE** and not *their* **PAIN** - caption example ...

**HOOK**

*"Ready to build a brand that feels like you and turns heads for all the right reasons?"*

**PROBLEM**

*"You want a brand that feels aligned, confident, and magnetic, the kind that attracts dream clients and makes showing up feel easy."*

**SOLUTION**

*"The Beyond Impact brand strategy workbook is your go-to guide for crafting a brand that's bold, clear, and totally YOU."*

**CALL TO ACTION**

*"Download it now and start creating a brand that's built on clarity, confidence, and serious connection."*

**URGENCY**

*"Limited-time price, grab it while it's hot!"*

**CLOSING**

*"Because your brand isn't just what you do it's how you make people feel. Let's make it unforgettable."*

**Have a go at creating your own  
*social media post* using these frameworks**

# magnetise *your* people

Let's start mapping out your journey. If you don't know your **destination**,  
how can you set the sat nav??

# your people

If you don't know who you are **speaking to**, how  
do you know **what to say**?

# call in your people

Knowing your most aligned client's demographics is like having the GPS coordinates to your dream customers. When you know their age, lifestyle, income, and where they hang out, you can tailor your brand like it was made just for them, because it was.

The more specific you get, the more your messaging lands right where it should.

**Hot tip: Give your ideal client a name, think "Confident Chloe" or "Stressed-Out Sam." It makes them feel real, and your content will hit way harder.**

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**Name:** Give them a name, something that feels real (and maybe a little fun!).

**Age Range:** (Ex: 25–35, 40–55, etc.)

**Location:** City, country, or even lifestyle-based (urban, coastal, rural, digital nomad).

**Relationship Status:** Single, married, partnered, divorced, whatever matters to your offer.

**Career/Job Title:** What do they do for work? Are they self-employed, or switching paths?

**Income Level:** Helps you know what they can invest in and how to position your pricing.

**Education Level:** Self-taught genius? Lifelong learner?

**Family Life:** Do they have kids? Pets? A house full of chaos or total freedom?

**Lifestyle Interests & Hobbies:** What lights them up outside of work? (Yoga, travel, wellness, etc.)

# call in your people

Getting into your dream client's head is like unlocking the magic formula for your brand and marketing. When you really get **what they care about**, what they value, and what drives their choices, you can speak right to their soul, not just their inbox.

That's when your messaging hits different. It's not about selling, it's about connecting. And when your brand vibes with how they think? That's when the real magic (and results) happen.

Quick tip: Is your ideal client a **past version of you**? What did you need back then? Start there.

**What are they secretly struggling with that they don't say out loud?**

(Think: what keeps them up at night or has them doom-scrolling at 2 a.m.)

**What do they really want, like, if nothing was holding them back?**

(Go beyond the surface goals. What's the dream outcome?)

**What beliefs or fears might be holding them back from going all in?**

(Ex: "I'm not ready," "It's too late for me," "I can't afford to mess this up.")

**If your brand was the answer to their wish, how would it make them feel?**

(Hint: your brand is the transformation, not just the transaction.)

# create magnetic content

Content pillars are your brand's go-to topics, the core themes you come back to that keep your messaging clear, consistent, and totally on point.

They're like your brand's GPS, keeping **everything aligned** with your mission, values, and vibe. Plus, they make creating content way easier (and way more you).

# content pillars

To create four content pillars that actually work for your brand, start by tuning into your core values, business goals, and your dream client's needs. what do they care about? what lights you up?

Pick four main topics that reflect your brand's vibe and speak to your audience. then, break each one down into juicy subtopics or content ideas, so you've always got something relevant (and scroll-worthy) to share.

*For instance, if your focus is on branding, your pillars could be*

**“Branding Tips and Strategies,” “Client Success Stories,” “Behind-the-Scenes,” and “Case Studies”**

Sub topics could be -

**PILLAR - Branding Tips and Strategies:**

SUB TOPIC - How to Develop a Unique Brand Identity

SUB TOPIC - Tips for Crafting a Memorable Brand Story

**PILLAR - Client Success Stories:**

SUB TOPIC - Case Studies of Successful Branding Projects

SUB TOPIC - Before-and-After Branding Transformations

**PILLAR - Behind-the-Scenes Insights:**

SUB TOPIC - A Day in the Life of a Branding Specialist

SUB TOPIC - The Process of Creating a Brand from Scratch

**PILLAR - Case Studies:**

SUB TOPIC - Detailed Project Walkthroughs

SUB TOPIC - Before-and-After Comparisons

**Hot Tip:** It's not just about posting often, it's about posting with intention. Make sure every post speaks to your dream client and gently leads them toward working with you.

# content pillars

Now it's time for you to decide on your 4 content pillars and sub topics for each one

## CONTENT PILLAR 1

### SUB TOPICS

- 1
- 2
- 3
- 4

## CONTENT PILLAR 2

### SUB TOPICS

- 1
- 2
- 3
- 4

## CONTENT PILLAR 3

### SUB TOPICS

- 1
- 2
- 3
- 4

## CONTENT PILLAR 4

### SUB TOPICS

- 1
- 2
- 3
- 4

# types of content

**pull them in**  
**teach your genius**  
**share your story**  
**make the offer**

# types of content

## pull them in

Attracting content gains **NEW** eyes on your business. It needs to be relatable and shareable

## teach your genius

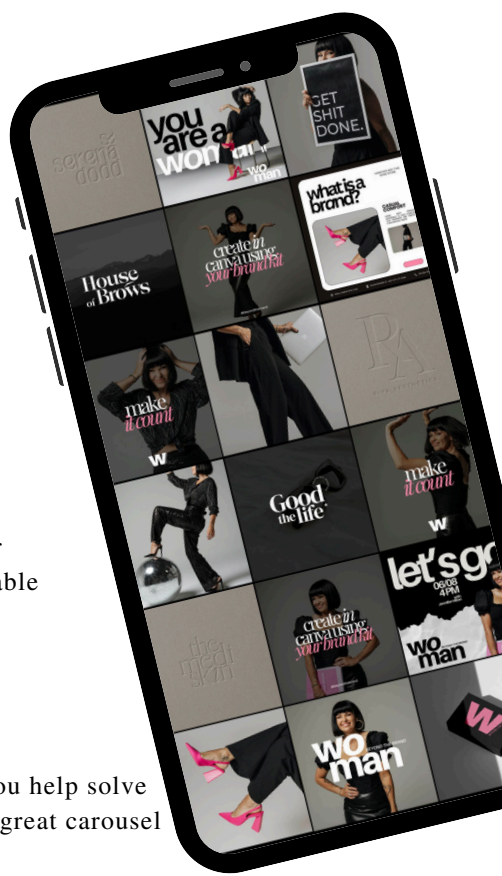
**SHARE WHAT YOU KNOW!** How can you help solve the problem your ideal client has. This is a great carousel reel strategy

## share your story

Use **Storytelling** content to share things about **YOU**. This will create trust, likeability and you will start to grow your own vibe and community. Limit these types of posts to 2/3 times a month

## make the offer

Your sales posts! This is where we want all the nurturing with your educational and storytelling content to have done their job. You will now have a whole **community** who are eager to work with you



# the trust builder

Marketing is a game of attention .... *a bit like dating* :) You want to get it, keep it and then keep hold of it :)

**pull them in**  
gain attention

**teach your genius + share your story**  
dating - (nurturing your audience)

**make the offer**  
get married! (gain new clients)

NEW CLIENT



# your genius at work

If you want to create content that really lands, start by getting clear on what your dream clients are struggling with, and how you can help. when you pair their pain points with your powerful solutions, magic happens. suddenly, your content feels like it was made just for them (because it was!).

Flip to the next page and you'll find a pain point + solution grid. here's how to use it:

- **In one column, write down the stuff your audience is stressed about, the frustrations, fears, and “ugh, why is this so hard?” moments.**
- **In the next column, write the solution you offer, how your service or product makes life easier, better, or just more fabulous.**

Then turn those pairs into content that speaks to their desires and shows them how you're here to help (not just sell).

example:

**Desire: "I want my website to look more professional."**

**Solution: "I design clean, beautiful websites that match your brand."**

See? clear, helpful, and totally aligned. This approach builds trust, shows off your value, and naturally leads your audience closer to working with you. *Now go smash that content game!*



# activate your aesthetic

To build a stand-out personal brand, you've gotta start thinking about your brand image, the whole vibe, not just the logo. We're talking colours, fonts, and visuals that **show up everywhere**, from your instagram grid to your website. consistency is queen, and when your brand looks as good as it feels, that's when the *magic happens*.

(Quick tip. Don't be scared to use stock images. Canva give amazing stock images)

# designing your vibe

How do you want to make your audience and ideal client **feel**?  
Will this impact your **Brand Colour & Font** choices?

|   |  |   |   |  |
|---|--|---|---|--|
| <b>Red</b><br>Excitement<br>Strength<br>Love<br>Energy            | <b>Orange</b><br>Confidence<br>Success<br>Bravery<br>Sociability | <b>Yellow</b><br>Creativity<br>Happiness<br>Warmth<br>Cheer   | <b>Green</b><br>Nature<br>Healing<br>Freshness<br>Quality           | <b>Blue</b><br>Trust<br>Peace<br>Loyalty<br>Competence     |
| <b>Pink</b><br>Compassion<br>Sincerity<br>Sophistication<br>Sweet | <b>Purple</b><br>Royalty<br>Luxury<br>Spirituality<br>Ambition   | <b>Brown</b><br>Dependable<br>Rugged<br>Trustworthy<br>Simple | <b>Black</b><br>Formality<br>Dramatic<br>Sophistication<br>Security | <b>White</b><br>Clean<br>Simplicity<br>Innocence<br>Honest |

**OSWALD**

Open Sans

**LEAGUE SPARTEN**

*Beth Ellen*

**LATO**

*Madelyn*

**LONDON**

Libre Baskerville

**PLAYFAIR DISPLAY**

*Playfair script*

**ZING RUST BASE**

*Allura*

**BEBAS NEUE**

*Brittany*

**PEACE SANS**

**Candal**

**MONTSERRAT**

*Apelina*

# colour palette selection

## Brainstorm Colour Associations:

Write down the first colours that come to mind when you think of your brand.

For example:

- Bold: Red
- Approachable: Soft peach
- Innovative: Electric blue

write ideas here - \_\_\_\_\_

## Create a Primary and Secondary Palette:

- **Primary Colours:** Choose 1-3 main colours that represent your brand. These should be the dominant colours used in your logo, website, and marketing materials.
- **Secondary Colours:** Choose 2-3 complementary colours that support your primary palette. These can be used for accents or backgrounds.

## Document It:

- List your chosen **primary and secondary colours**. For each colour, find and note the HEX codes (or RGB values) to ensure consistency across digital platforms - find these on Canva in the colour section

Example:

- Primary Colours: Navy Blue (#001F54), Coral (#FF6F61)
- Secondary Colours: Light Grey (#F2F2F2), Gold (#FFC72C)

**[www.canva.com/colors](https://www.canva.com/colors) is a great place to start**

write your hex codes here - \_\_\_\_\_

# font selection

## Choose Fonts That Reflect Your Brand

### Consider Font Styles:

Think about the personality of different font styles. Serif fonts are often seen as traditional and authoritative, while sans-serif fonts are modern and clean. Script fonts feel more personal, while display fonts can be bold and eye-catching.

### Match Fonts to Your Brand Personality: Based on your brand strategy, list out what style of fonts might fit. For example:

- **Bold:** A modern sans-serif font with strong lines.
- **Approachable:** A clean, rounded sans-serif or a soft, handwritten script.

### Choose 2-3 Fonts:

- **Primary Font:** This is your main font for headlines and titles. It should be bold and stand out.
- **Secondary Font:** This is your font for body text. It should be easy to read in long paragraphs.
- **Accent Font (Optional):** If needed, choose a decorative font to use sparingly in marketing materials or social media.

**Write down the names of your chosen fonts, what they will be used for, and why they represent your brand.**

### Example:

- **Primary Font:** Montserrat Bold (for headlines and titles)
- **Secondary Font:** Open Sans Regular (for body text)
- **Accent Font:** Pacifico (for playful, decorative uses)

**Primary :**

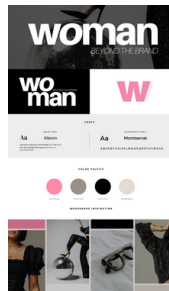
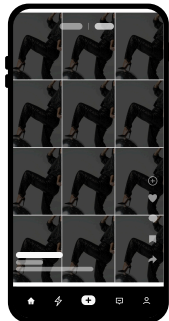
**Secondary :**

**Accent :**

# bring your vision to life

Now that you've nailed your brand colours and fonts (hello, style!), it's time to bring the vibe to life with a **mood board**. This is where your brand starts to look like the real deal. Think of it as your brand's Pinterest-worthy vision board. Pull in textures, inspo pics, patterns, and all the visual magic that makes your brand feel like you. **Canva is a great place to start**

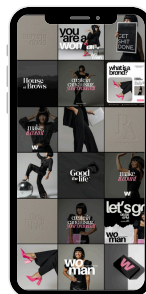
[Grab my moodboard Canva template here](#)



Fancy a brand photo shoot. There's nothing like professional photos to seriously **level up** your brand. We're talking instant **confidence (trust me)**, major credibility, and a scroll-stopping vibe that says, *"I didn't come to play"* Let your audience see the **magic** you bring to the table.



Next step is to start pulling together and curating your images, colour palette and fonts. This is where you can start to really bring your brand to life. I love **Canva** for this. Use my templates to start designing your feed and posts.



[Grab my instagram mock up Canva template here](#)



# stay on your 'edge'

**BRAND PERSONALITY** - GO BACK TO THE BRAND PILLARS SECTION AND WRITE DOWN YOUR 3-5 BRAND PERSONALITY TRAITS



**PRIMARY COLOURS** - WRITE DOWN YOUR CHOSEN 1 - 2 PRIMARY COLOURS WITH HEX CODES

#

#



**SECONDARY COLOURS** - WRITE DOWN YOUR CHOSEN SECONDRY COLOURS WITH HEX CODES

#

#



**FONTS** - WRITE DOWN YOUR CHOSEN FONTS

**PRIMARY**

**SECONDARY**

**ACCENT**

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OVERALL, HOW DOES YOUR BRAND MAKE YOUR AUDIENCE FEEL?

# the consistency code

- Mission
- Vision
- Purpose
- Brand Values
- Ideal Client
- Competitor Analysis
- Positioning
- Personality
- Messaging
- Logo
- Color Palette
- Typography
- Imagery - Brand Shoot
- Create Tagline
- Build Website
- Optimise Social Media
- Social Media Templates
- Consistency Across Platforms

# nurture your visibility

Visibility isn't just about showing up, it's about showing up with purpose.

When you're consistently popping up on your audience's feed or inbox you're not just reminding them you exist, you're building trust, loyalty, and that *"I feel like I know her"* energy.

# visibility

## **socials**

Write down all your **social media** platforms and the benefits of each for your brand.

## **website**

Do you have a website? What does it offer and **what can you add?** Blog, Podcast, Free download?

## **email marketing**

Are you utilising email marketing?  
Can you create a **lead magnet** to build your email list?

## **blogging speaker/podcast**

Do you have a blog? Can you ask to guest speak at events or in groups?  
Are you going to **Networking** events?

# non-negotiables

Having daily non-negotiables for your brand is essential for **establishing consistency** and enhancing visibility in a crowded online space. These practices help reinforce your brand identity and build trust with your audience.

Key daily non-negotiables include committing to share valuable content on social media or your blog, engaging with followers by responding to comments and participating in conversations, and monitoring brand mentions to manage your online reputation effectively. Additionally, dedicating time to network with industry peers and **collaborate with other thought leaders** can expand your reach.

Finally, ensuring that all communications reflect your brand's tone and values maintains a cohesive voice across platforms. By sticking to these daily practices, you create a strong foundation for **visibility and engagement**, ultimately starting to build a more recognisable and trusted brand.

## DAILY NON NEGOTIABLES

|    | S                        | M                        | T                        | W                        | T                        | F                        | S                        |
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| 02 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
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| 09 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

# visibility check list

- Utilise **social media** platforms
- Create high-quality **blog content**
- Use **SEO strategies** on your website
- Engage** with followers regularly
- Collaborate** with others
- Host webinars or **live Q&A** sessions
- Feature on **podcasts**
- Create your own **podcast**
- Utilise **email marketing** campaigns
- Run **contests or giveaways**
- Network** at industry events (so important)
- Publish case studies or **success stories**
- Offer **free resources** or downloads
- Create **engaging videos**
- Maintain a **consistent** posting schedule
- Use **paid ads**
- Commit to **public speaking** opportunities



# woman

BEYOND THE BRAND

For more help in curating your **powerful** and **magnetic** brand, follow me over on instagram or drop me a message.



Jennifer Hilton  
**woman**  
BEYOND THE BRAND

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