

brand BY kelly™

brand baristas



**5 DAY BRAND CHALLENGE™****FREE**

Your brand is more than just a color or logo. It's about forming a distinct impression with your audience so they GET YOU and ultimately buy from you. This challenge will help you create your very own Pinterest® mood board that showcases your point of view so that you can turn it over to a graphic designer or web developer to help you craft your logo, color palette, and image library. [LEARN MORE HERE](#)

**BRAND ANATOMY™ - BRAND STARTER PACKAGE** **FREE**

Did you know that there are sixteen parts to a brand? Each one uniquely different from one another, but all necessary to create a one-of-a-kind, gotta-have-it brand. This starter package defines each one for you so you can start crossing them off the list as you build your brand. [SIGN UP HERE](#)

**THE MOO-V-MENT™ FACEBOOK GROUP****FREE**

For those who want to be part of a MOO-V-MENT™ this Facebook group is filled with motivated, determined business owners who are on their way to a steep trajectory of growth and success. [JOIN THEM HERE](#)



**THE BRAND OF YOU™****\$147**

Do you ever feel like you're having an identity crisis? Have you ever wondered how in the world to articulate WHY you are the preferred choice with what you do? In TBOY™ you will identify who you are, why you, who needs to know, how they know you and why you are credible.

**BRANDING FOR MOO-LAH™****\$497**

BRANDING FOR MOO-LAH™ is a comprehensive online learning system designed for the entrepreneur and small business owner who know in their soul that corporate is NOT an option for them. It's filled with convenient, portable learning modules that allow you to study at your own pace, on your own time, in your own setting.

**BRAND IDENTITY PACKAGE****\$1,000**

For those looking for a new "visual" point of view. You get 3 logo concepts with 2 rounds of revisions, a final color palette, and a mood board. (PREREQUISITE: 5 Day Brand Challenge™)

**1-HOUR CONSULT****\$1,000**

Sometimes you need to troubleshoot a list of business challenges. On this one hour call we will review everything on your urgent list and you will end up with tactical, immediately implementable solutions.

**WEBSITE AUDIT****\$2,000**

Is your website converting how you'd like? This audit reviews user experience and produces a comprehensive report and detailed suggestions on what to change so you can give it to your web team to implement for a more optimized website experience.



**BRAND IT - WEBSITE PACKAGE****\$5,000**

This package includes creating a document that articulates design and overall aesthetic which can then be given to a web developer to incorporate. We create a master document that provides details and direction about the architecture of the new site layout and includes newly sourced imagery. We can art direct your web developer by scheduling a call and walking them through the document. Once they have built the site, we red-line one round of changes and review one final time to ensure those changes have been incorporated.

- Create Google doc
- Determine up to 5\* page design(s)  
(HOME, ABOUT, SERVICES, BLOG, CONTACT)
- Architect layout
- Source imagery
- Identify copy needs (client to write all copy although we are happy to do it for you (see dessert menu)
- Advise web developer

We will utilize existing brand assets (logo, color palettes, style guide) unless you decide on a new brand identity.

*\*Each additional page beyond the 5 pages defined in this package will be billed at \$500/page or \$200/hr depending on scope.*

**MARKETING FOR MOO-LAH™****\$6,000/YR**

Tired of the same old coaching programs that don't get you anywhere when they're completed? Consider a new way of having peer accountability PLUS real-time, immediately actionable learning in a group setting. Focused on marketing initiative, Kelly Lucente, as your CMO (Chief Moo-Lah Officer) will be your "live" facilitator for this once a week, 12 month program.



**2 DAY INTENSIVE****\$10,000**

Sometimes you don't have the whole plan figured out. Sometimes you need a sounding board and someone who "plans" for a living to step in and herd the cats. That's what this intensive does... gets it all figured out so you can build and launch. In this 2 Day Intensive, we cover:

- Planning and discovery (your story, why your biz)
- Determining personal brand or corporate brand (solo or team)
- Mission/Vision  
(articulating the WHY/WHAT/WHO to the consumer)
- Goals/Objectives  
(where you want to go and how quickly you want to get there)
- Establishing how you will be known in the marketplace  
(luxury or other)
- Identifying target market(s) (to frame up narrative)
- Reviewing top 3 competitors
- Providing you with a master "to do" list to build the brand and assigning task masters

If in the two days we do not accomplish the above, the items listed are inclusive of the pricing and will be completed virtually at no additional cost.

Working Hours: 9AM - 3PM CT on (Mon+Tue) or a (Thu+Fri)

We provide breakfast, lunch, snacks, beverages, meeting location, and materials. You will also receive TBOY™ as part of your homework requirement.

**VCMO ON SPEED DIAL****\$25,000/YR**

Want exclusive one-on-one attention from Kelly helping you to scale your business and operating as your very own CMO? If your business has a lot going on and you want to maximize those opportunities, this is the program for you. The investment includes a three hour bank per month and 90-minute quarterly planning sessions.



**SOCIAL PAGE UPDATES****\$1,000**

Your brand identity looks good and so does your website, but do your social pages reflect the changes you've made? Does each page work as a cohesive set? If not, we can update your backgrounds for you to help extend your story. The investment includes Facebook, Twitter, LinkedIn, and a 12 image package for posts.

**PHOTO SHOOT ART DIRECTION****\$2,000**

Kelly will art direct your photo shoot including mapping a storyboard and an overall aesthetic point of view. You want to invest in good photography when building your brand. Most fall short here. It can set you apart.

- Image consulting (wardrobe)
- Storyboard shots
- Identify props
- Art direction "day of"

We can offer you discounts to a top line photographer and hair/makeup specialist in Minnesota.

**VIDEO INTRO****\$2,000**

You may elect to have a 2-minute video intro on your homepage or sprinkled throughout your website. We can help you bring that video to life.

- Driving script strategy (client writes script)
- Copy editing scripts
- Upload scripts into teleprompter system
- Setup and tear-down (use of RTM equipment)
- Day of art direction and verification of captured footage
- Edit footage including branded bumpers and one round of revisions (if necessary)
- Any music is additional cost

All videos need to be shot in this 2-hour session.  
Anything outside of this will incur \$200/hr.



**NAMING****\$3,000**

Struggling to come up with a uniquely available business name? Tired of the one you have? We can help you uncover the perfect business name that will resonate on brand to your ideal audience.

**MEDIA | SPEAKER KIT****\$3,000**

For those who want more press and speaking opportunities you need a media/speaker kit to submit to decision makers. We can create a comprehensive PDF inclusive of all necessary hyperlinks within the document. You provide all relevant content including stats, awards, accolades, video, speaker topics and summaries, testimonials, bio, etc. Investment includes up to six pages of content.

**BRAND STYLE GUIDE****\$3,000**

The point of the style guide is to provide guidance to present your businesses brand in a consistent way. These guides help to ensure that multiple authors use one look, tone, and feel. They save time and resources by providing an instant answer when questions arise about preferred style and visual identity.

We will create a style manual that includes brand standards guidelines and usage requirements for the following (if applicable):

- Logos
- Fonts
- Color palette
- Collateral architecture
- Presentation templates
- Graphic assets



**COMPETITIVE ANALYSIS****\$5,000**

Is your competition getting more business opportunities than you? Ever wondered why? We do some investigative work to uncover why they are doing better than you and what can be done to leapfrog them and gain more market share. Three competitors will be reviewed and an analysis provided with recommended strategies.

**POSITIONING****\$6,000**

Outside of your brand identity, positioning is the most important piece of your brand. We will work with you to identify your "WHY". We will establish the new brand's overall point of view and differentiators. We establish messaging that speaks to both audiences to be incorporated into the new website so appropriate copy can be written and images can be sourced. We craft a positioning statement, four differentiators, and four sub talking points for each to use as the nucleus of our messaging bank.

**CONTENT STRATEGY****\$8,000**

Once you launch your new brand, then what? We can step in and help you get the word out through a strong content and social media strategy.

- Build strategy
- Create editorial calendar

Client to write all copy although we are also happy to do it for you.

**MARKETING PLAN****\$15,000**

If you need help creating a marketing strategy to support your business goals, we can help. Kelly has 30+ years brand/marketing experience and the know-how to fast track a plan that will get your business firing on all cylinders.





<b>GRAPHIC DESIGN</b>	<b>\$150/HR</b>
<b>COPYWRITING</b>	<b>\$175/HR</b>
<b>PROJECT MANAGEMENT</b>	<b>\$200/HR</b>
<b>IMAGE SOURCING</b>	<b>\$200/HR</b>

**LET'S CONTINUE  
THE CONVERSATION**

Connect with us here:

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