Brand direction

Define your goals for the near future:

Identify goals for the next three years:

Key moments

Identify three events/changes to share, considering their emotional impact.

Event/Change

Impact:

Emotion:

Event/Change:

Impact:

Emotion:

Event/Change:

Impact:

Emotion:

Story arc

Connect the dots to create an engaging story + map out how these milestones fit into a larger narrative.

Beginning:

Introduce the current brand + the catalyst for upcoming changes.

Middle:

Detail the challenges faced, plans made + growth experienced.

End:

Present the envisioned future, highlighting the *big picture*.

SEASON OF SOWING

brand seasons

Charting the next chapter

Brand direction

Define your goals for the near future:

Complete Brand Seasons Playbook manuscript

Set up the Playgroup on The Portal platform + run as a live course

Identify goals for the next three years:

Evolve Playgroup into self-paced course so it can be run independently or within a community.

Release the Brand Seasons Journal + create a mastermind experience.

Key moments

Identify three events/changes to share, considering their emotional impact.

Event/Change *Brand Seasons concept*

Impact: *Client engagement*

Emotion: *Curiosity/excitement*

Event/Change: *Substack launch*

Impact: *Building database*

Emotion: *Anticipation/ Satisfaction*

Event/Change: *Playdeck launch*

Impact: *Community/Collabs*

Emotion: *Pride/ Connection*

Story arc

Connect the dots to create an engaging story + map out how these milestones fit into a larger narrative.

Beginning:

Idea emerges to align the branding process with the nuance of each season.

Middle:

Inspiration leads to creation of method + space to share plans for Playdeck.

End:

Playdeck launch leads to Playgroup + now the upcoming Playbook!

SEASON OF SOWING

brand ≋ seasons

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Beginning:

Middle:

End:

SEASON OF SOWING