

# DRIVE

BE YOU NOW



DRIVE

THRIVE

URSULA KELLY

PERSONAL BRAND COACH + CONTENT CREATOR

# THRIVE

LET'S  
GO!

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YOU + YOUR personality  
must be stamped all over  
your visuals

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@URSULAKPHOTO

# VISUALS

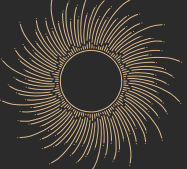
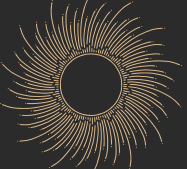
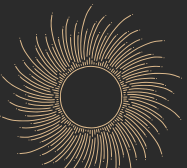
"A BRAND IS THE SET OF EXPECTATIONS, MEMORIES, STORIES AND RELATIONSHIPS THAT, TAKEN TOGETHER, ACCOUNT FOR A CONSUMER'S DECISION TO CHOOSE ONE PRODUCT OR SERVICE OVER ANOTHER"

~ SETH GODIN

# VISUALS

BEING YOU NOW + having an authentic, personal brand means it has YOU + YOUR personality stamped all over it.

This will help make YOU:

-  Stand out amongst others who do what you do
-  Ensures your clients feel like they have a personal connection with you
-  Gives you confidence so you don't have to second guess what you are posting or why

The psychology of a creating a powerful and magnetic is simple.

The more your audience knows, likes and trusts you, the more likely they'll believe that you offer the solution to their problem, need or desire.

# VISUALS

## BE YOU NOW ~ WHAT'S YOUR BRAND PERSONALITY?

So many of us are guilty of hiding behind our products, pets, holiday snaps, or services. Showing other things rather than ourselves, right?

PEOPLE WANT TO DO BUSINESS WITH A BRAND.  
A BRAND WITH A PERSONALITY.  
NOT JUST DO BUSINESS WITH A BUSINESS!

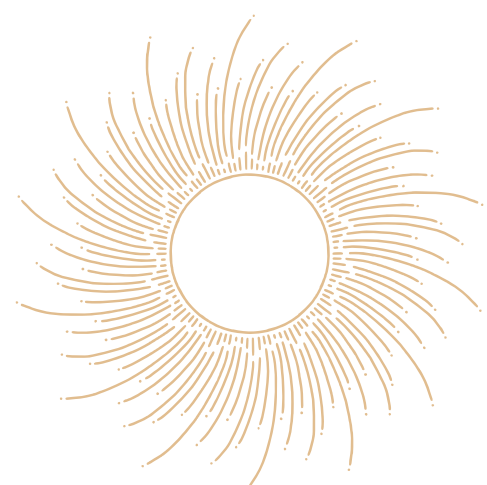
I KNOW IT'S SCARY TO PUT YOURSELF + YOUR  
PERSONALITY OUT THERE.

IT'S WHAT DRIVE + THRIVE IS ALL ABOUT.

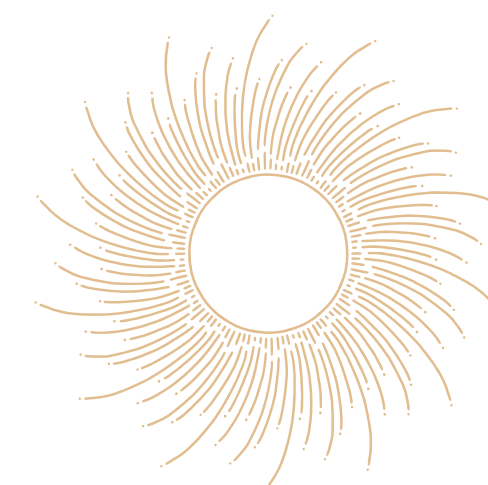
Let's get started with creating your visuals.

I encourage you to do the following:

THINK ABOUT THE COLOURS, VISUALS, AND EMOTIONS  
ASSOCIATED WITH YOUR BRAND.



CHOOSE THE  
EMOTIONS + ENERGY



THAT YOU WANT YOUR BRAND PERSONALITY TO  
CONVEY?

What words would you use to describe it? Here  
are some words to get you started ↓

ELEGANT | FEMININE | FRIENDLY | RELIABLE | WARM | TRUSTWORTHY  
BOLD | INNOVATIVE | POWERFUL | PROFESSIONAL | SPIRITUAL  
SOPHISTICATED | SUPPORTIVE | CLEAN | MODERN | MINIMALISTIC  
ENERGETIC | EDGY | BALANCED | GROUNDED | FUN | REBELLIOUS  
INSPIRATIONAL | ALIGNED | ETHEREAL | RADICAL

# VISUALS

## BE YOU NOW ~ WHAT'S YOUR BRAND

TAKE A MINUTE OR TWO TO THINK ABOUT HOW FRIENDS OR FAMILY  
WOULD DESCRIBE YOU (YOUR NEAREST+ DEAREST )

What things would they say you love to do? Not just what you do for work, because although this is about growing your business, there is more to you than just what you do or sell sell sell!

What words would they use to describe you?

We want to help create an inside look into who are you + what you care about.

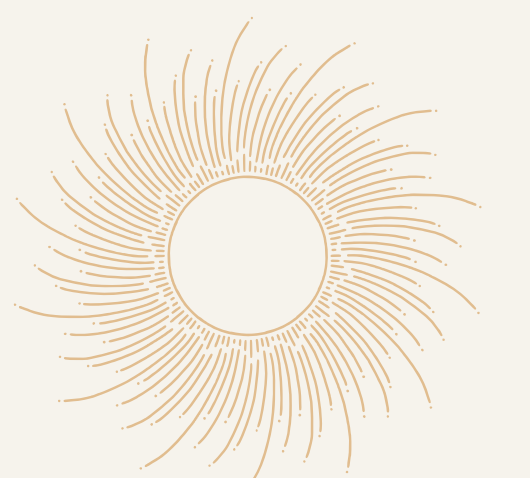
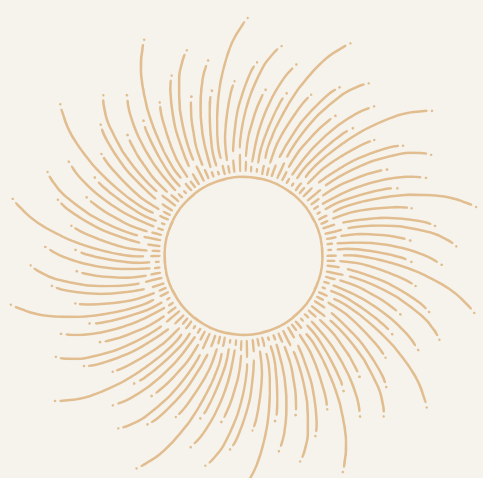
### WHAT DO YOU LOVE TO DO?

READING, WALKING, COOKING, GARDENING,  
DANCING, SHARING POSITIVE QUOTES (YEP, THAT'S  
ME!) CYCLING, WALKING THE DOG, SHOPPING,  
PAINTING, SELF-CARE, EXERCISE.

THESE THEMES BECOME YOUR BRAND ICONS THAT  
WILL SET YOU APART FROM OTHERS.

EXAMPLES COULD BE: YOUR RED LIPSTICK, YOUR  
FAMILY, YOUR BIKE, YOUR GARDEN,  
LOVE OF THE FOREST/WOODS, BUILDINGS, TRAVEL,  
EVEN JAMIE DODGER BISCUITS!

THIS IS GOING TO BE YOUR INSPO GUIDE FOR YOU  
TO KNOW WHAT YOU ARE GOING TO SHOW, WRITE  
OR TALK ABOUT TO GIVE YOUR FOLLOWERS A PEEK  
BEHIND THE SCENES AND GET TO KNOW YOU.



# VISUALS

YOUR PROFITABILITY IS DIRECTLY LINKED  
TO YOUR VISUALS & YOUR VISIBILITY.  
DO EACH ONE, TICK OFF YOUR LIST AND SHARE.

GENERATE COLOURS HERE <https://colors.co/>



CHOOSING YOUR FONTS: SERIF OR SANS SERIF  
[HTTPS://WWW.MYFONTS.COM/](https://www.myfonts.com/)



ADD COLOURS / FONTS TO YOUR BRAND KIT IN CANVA  
[HTTPS://WWW.CANVA.COM/BRAND](https://www.canva.com/brand)



CREATE A MOOD BOARD HERE [HTTPS://WWW.CANVA.COM/](https://www.canva.com/)  
TYPE IN "MOOD BOARD" AND CHOOSE ONE



# VISUALS

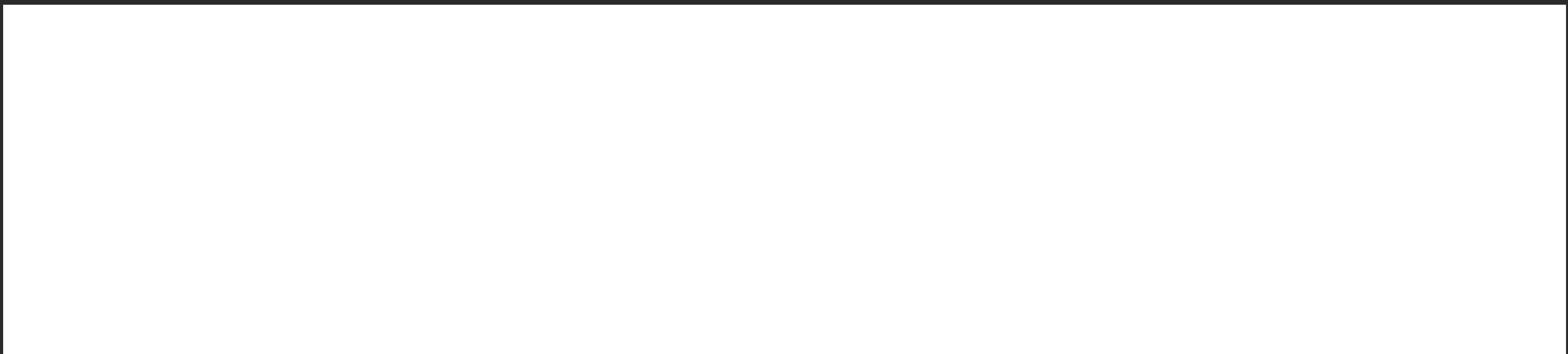
YOUR PROFITABILITY IS DIRECTLY LINKED

TO YOUR VISUALS + YOUR VISIBILITY

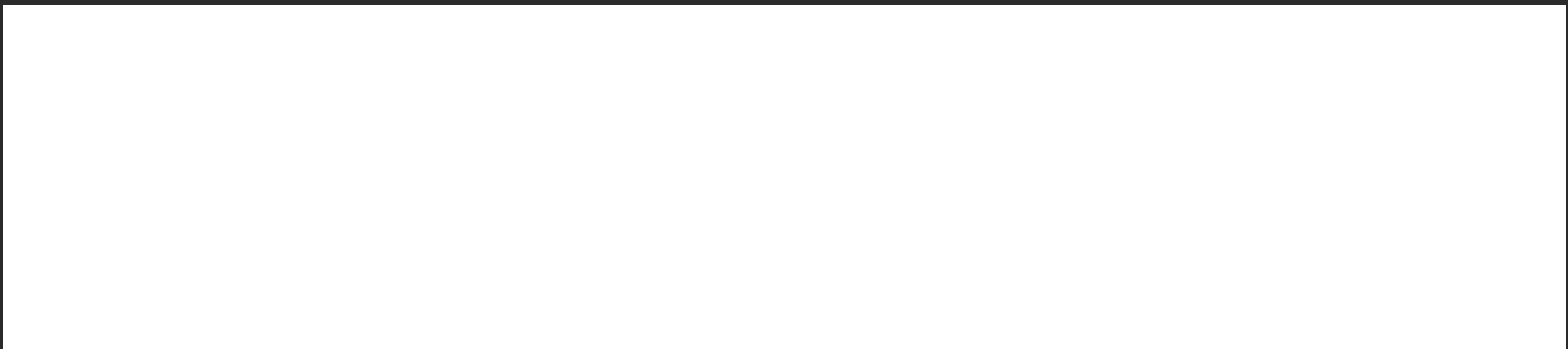
YOUR BRAND ENERGY + EMOTIVE WORDS



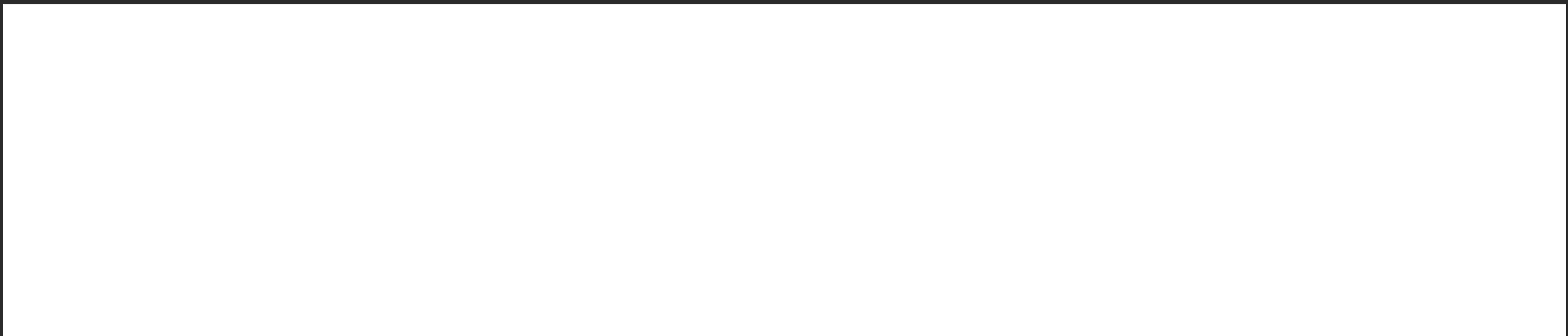
YOUR BRAND ICONS + ELEMENTS



YOUR BRAND COLOURS



YOUR BRAND FONTS



YOUR BRAND TEXTURES



# VISUALS


## YOUR PROFITABILITY IS DIRECTLY LINKED TO YOUR VISUALS + VISIBILITY

PLATFORMS: WHICH ONLINE PLATFORMS DO YOU PREFER TO  
WORK ON AND WHY?

NEWSLETTER / FACEBOOK / LINKEDIN / INSTAGRAM / TWITTER



NOW THAT YOU'VE DONE SOME WORK ON YOUR IDEAL CLIENT,  
WHICH PLATFORMS WOULD THEY GRAVITATE TOWARDS AND WHY?



What kind of visual content works best for these platforms?  
Example: Vlogs, Lives, 24hour Stories, 'real' images, stock images,  
videos, inspirational quotes, interviews, tutorials, webinars,  
product videos, adverts, etc.



# VISUALS

BE YOU NOW

WHAT CONTENT STANDS OUT FOR YOU + GRABS YOUR ATTENTION?  
TEXT / IMAGERY / VIDEOS / LIVES/ NEWSLETTERS / BLOGS / PODCASTS



WHAT WOULD INSPIRE YOUR IDEAL CLIENT? WHAT DO YOU HAVE  
IN COMMON?



WHAT KIND OF PICTURE ARE YOU CREATING ABOUT YOURSELF?



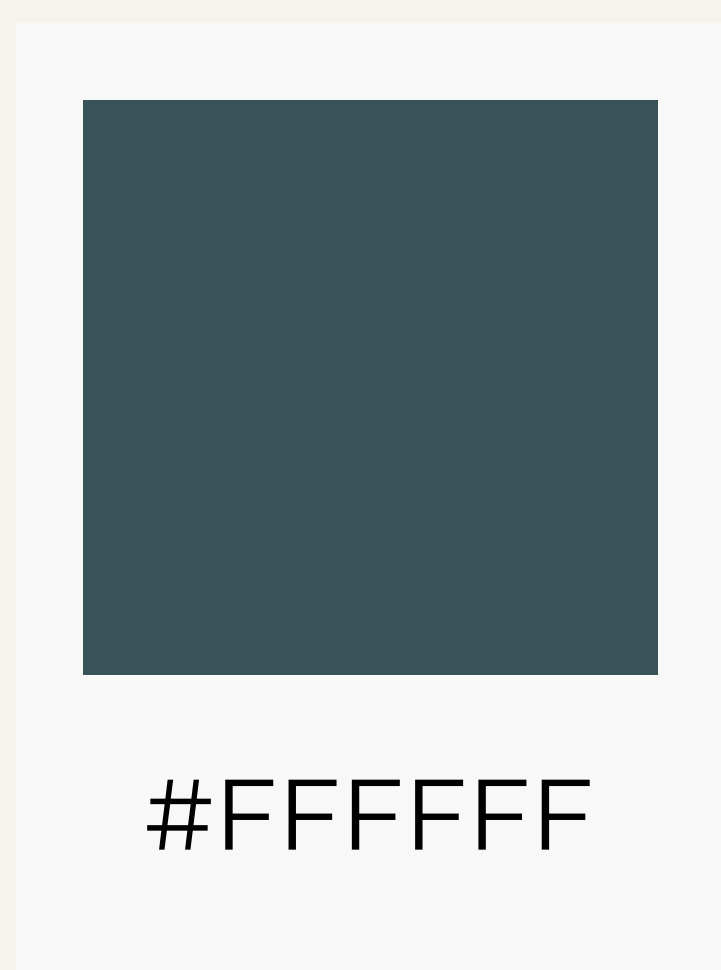
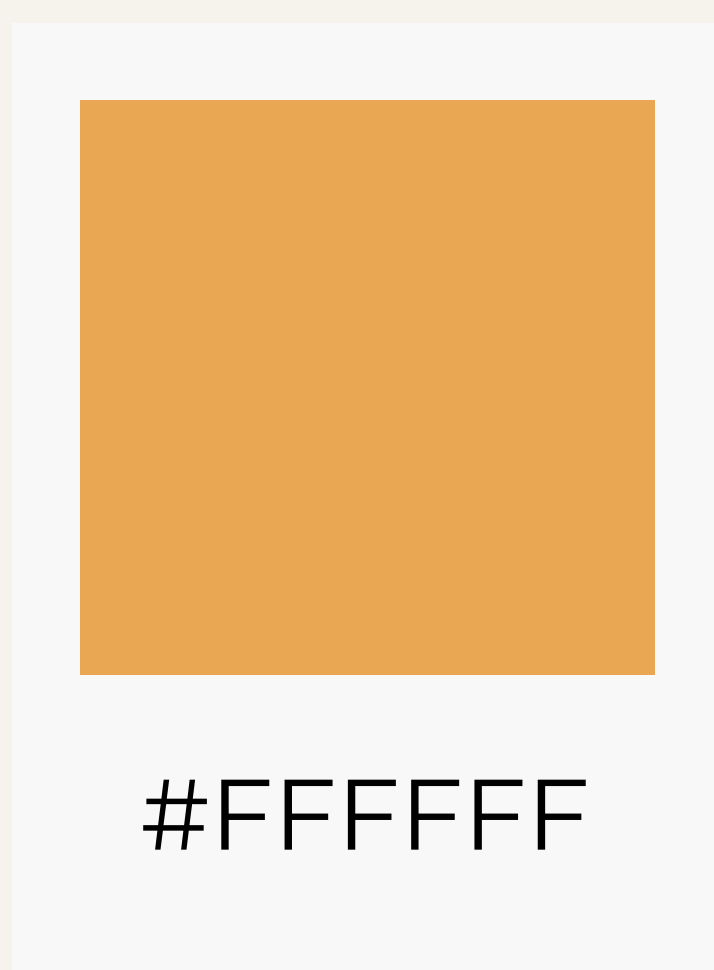
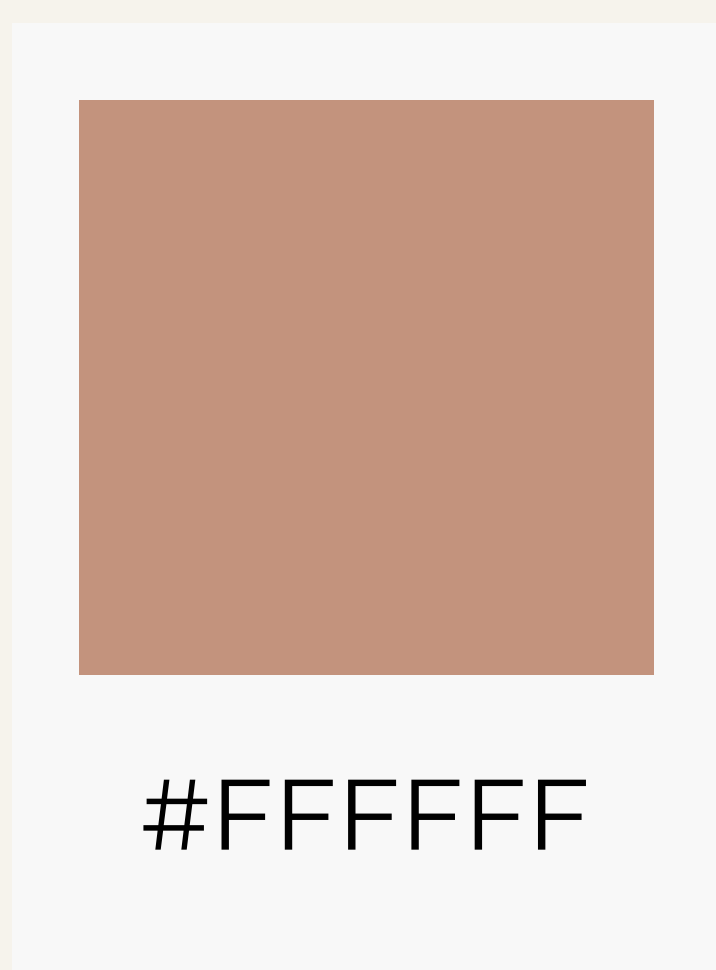
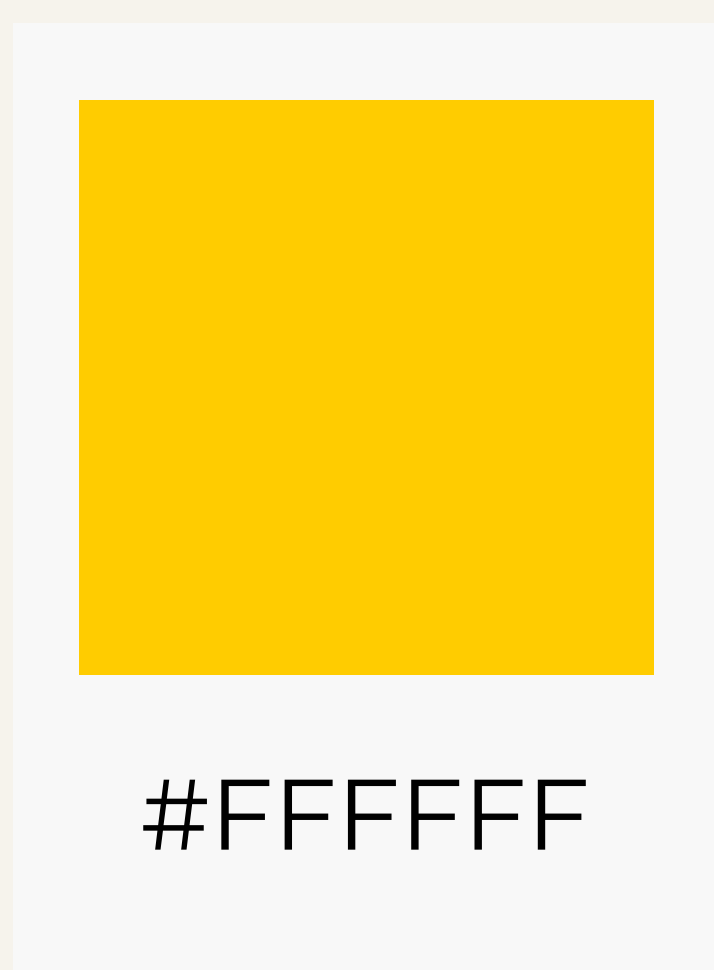
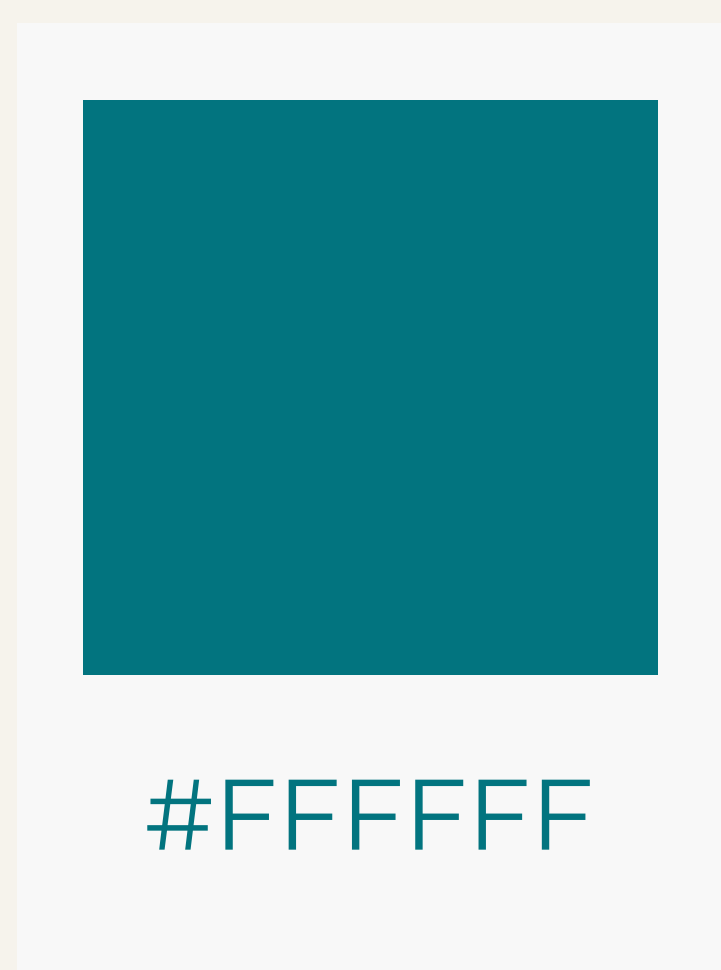
WHAT CONTENT WILL WORK FOR YOU AND YOUR BRAND?



# YOUR LOGO OR NAME

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## WHAT ARE YOUR BRAND COLOURS?



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## WHAT ARE YOUR BRAND FONTS?

Font Name

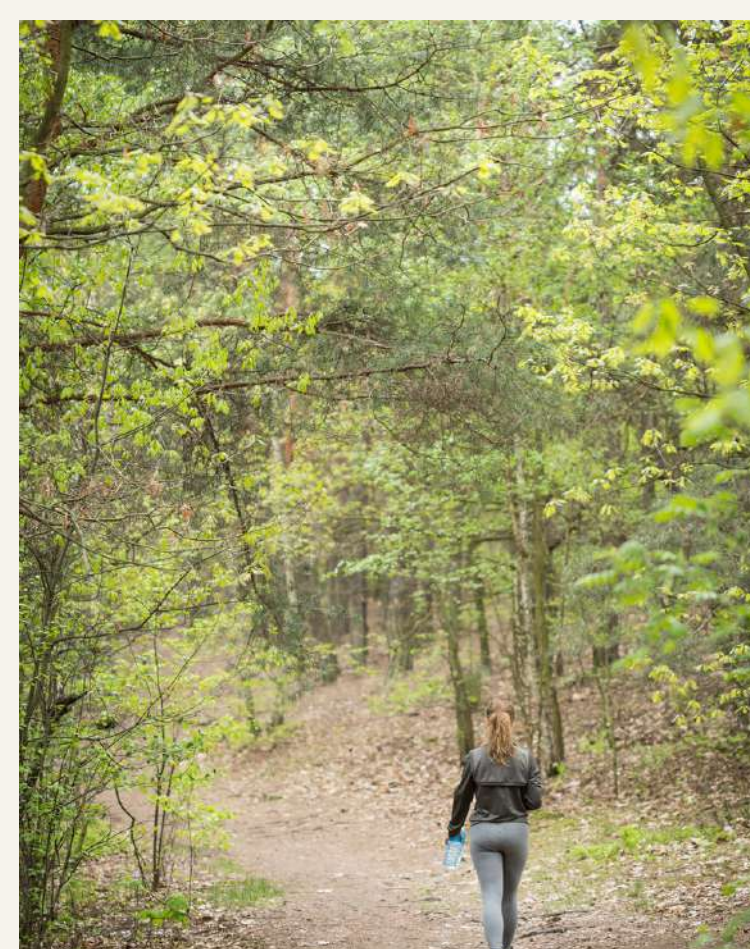
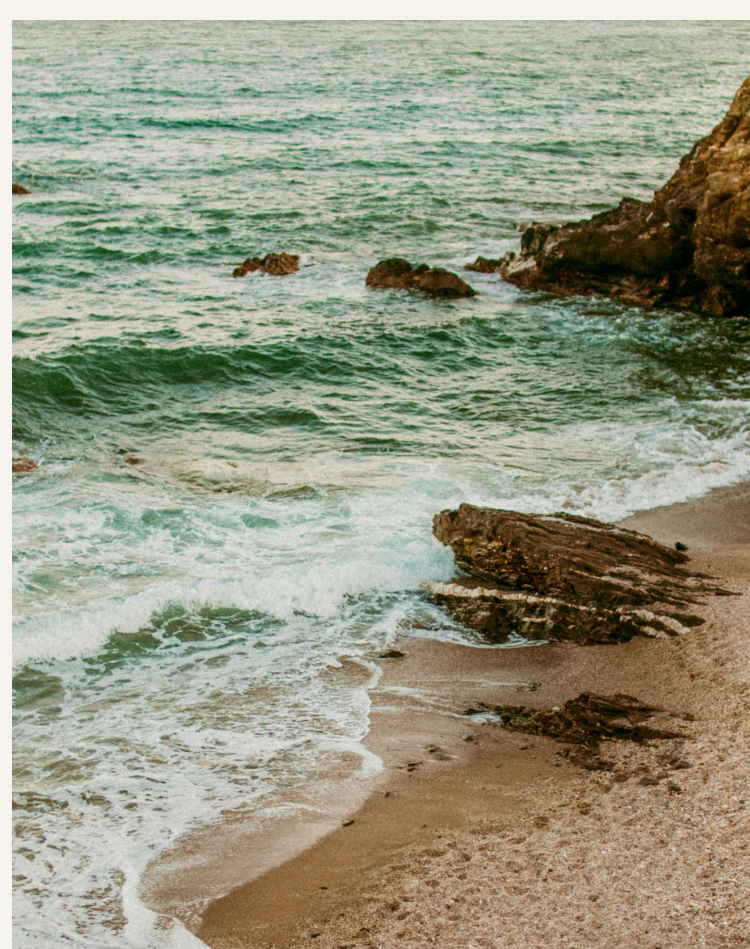
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&

Font Name

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&

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## MOOD BOARD / IMAGES FROM STOCK OR THAT ARE YOURS OR YOU'VE CAPTURED



# GLOSSARY

COLOUR INSPIRATION  
[HTTPS://COLORS.CO/](https://colors.co/)

CHOOSING YOUR FONTS: SERIF OR SANS SERIF  
[HTTPS://WWW.MYFONTS.COM/](https://www.myfonts.com/)

ADD COLOURS / FONTS  
TO YOUR BRAND KIT IN CANVA  
[HTTPS://WWW.CANVA.COM/BRAND](https://www.canva.com/brand)

YOUR BRAND FONTS  
[HTTPS://WWW.CANVA.COM/LEARN/CANVA-FOR-  
WORK-BRAND-FONTS/](https://www.canva.com/learn/canva-for-work-brand-fonts/)

ANOTHER PLACE TO GRAB FREE PHOTOS  
[HTTPS://PIXABAY.COM/](https://pixabay.com/)

MATCH COLOURS FROM YOUR PHOTOS  
[HTTPS://WWW.CANVA.COM/COLORS/COLOR-  
PALETTE-GENERATOR/](https://www.canva.com/colors/color-palette-generator/)

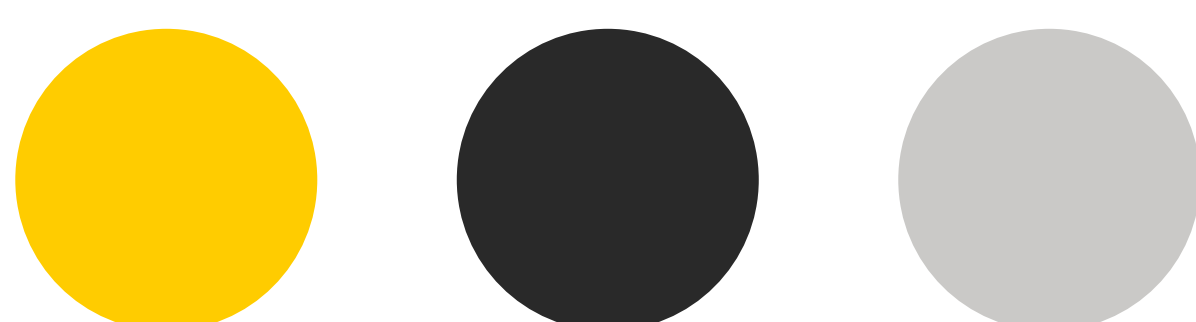


*it's time to*  
**fail**  
FEEL. ALIVE. IN. LIFE.



12  
34

AN AMAZING  
SHORT MESSAGE  
OR QUOTE GOES  
RIGHT HERE



VISUALS

N

O

W

GO CREATE +  
SHARE IN THE  
GROUP  
OR ONLINE

*#getvisiblegetclients*

# NOTES



# NOTES



LET'S  
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