

MARCH 15TH, 2023

# YOUR COACH LAURA

TEAM LIMITLESS



# THE ASK

To present a clear vision of your brand's identity

- Diluted
- Inactive
- Bold

### TAGLINE

'LOVE YOURSELF, TAME YOUR INNER CHILD'

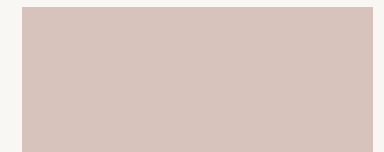


### BRAND STATEMENT

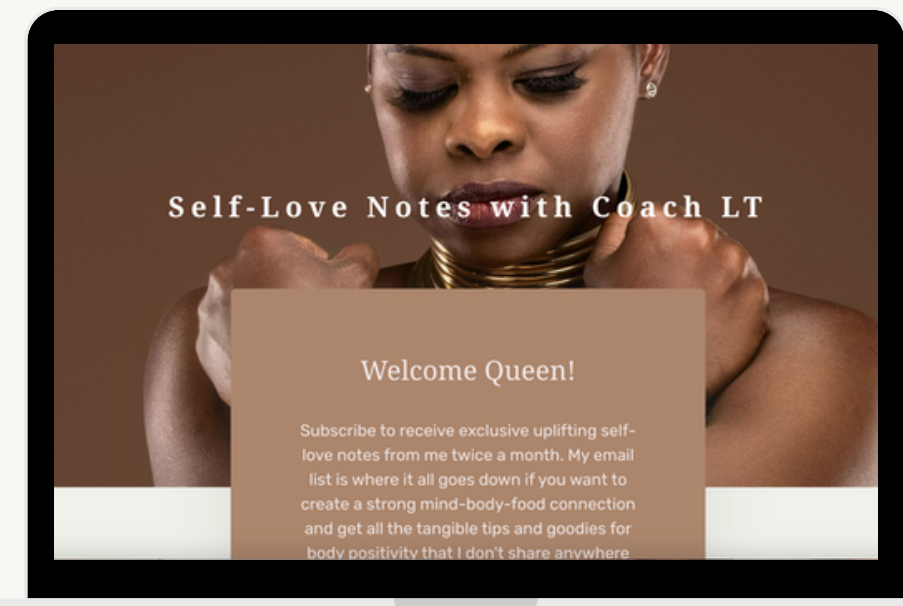
Don't wait to live until you lose weight. Embrace the body you have today and nurture it from a place of acceptance, care, honor, love, and respect.



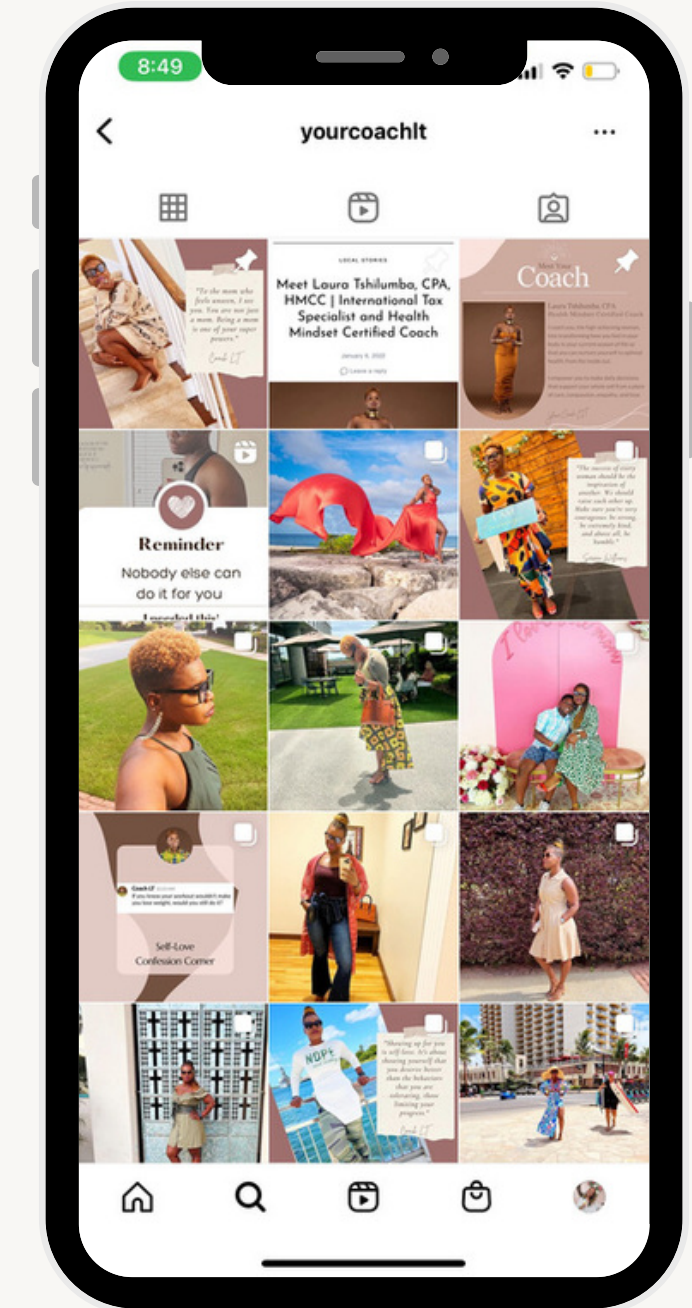
### COLOR PALETTE



### WEBSITE



### INSTAGRAM



# BRAND STRATEGY TOOLKIT

*THREE PILLARS*

*BRAND NAME*

*TYPOGRAPHY*

*COLOR PALETTE*

*HASHTAGS*

# BRAND \_\_\_\_\_

# STRATEGY

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Recommendations are developed based on the Client's interest, Client career experience, and Market research for a better approach, and coherence, and to avail competitive advantage.

## Three Pillars



# BRAND NAME

## ■ YOUR COACH LT

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- Hard to identify with your audience
- What kind of coach you are
- Read as Your Coach IT

## ■ YOUR COACH LAURA

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- Gives clarity
- Simplistic
- Shows personality
- Putting your name helps viewers know you're a person



# TYPOGRAPHY FOR BRAND CONTENT

**Title**

Lora

**Subheading**

Kollektif

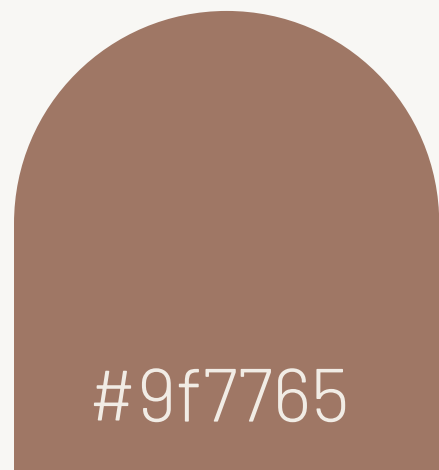
**Body Text**

Helvetica

**Video**

Keystone Regular

# COLOR PALETTE



PRIMARY



SECONDARY



# HASHTAGS

#loveyourself  
#selflove  
#morethanabody

#eatingformind  
body&soul  
#foodisfuel  
#healthiswealth

#investinginme  
#earnsave&enjoy  
#moneymatters

**BODY  
CONFIDENCE**

**HOLISTIC  
DIET**

**FINANCIAL  
WELLNESS**

IMAGE CONTENT

# CASUAL IMAGES



# PROFESSIONAL IMAGE

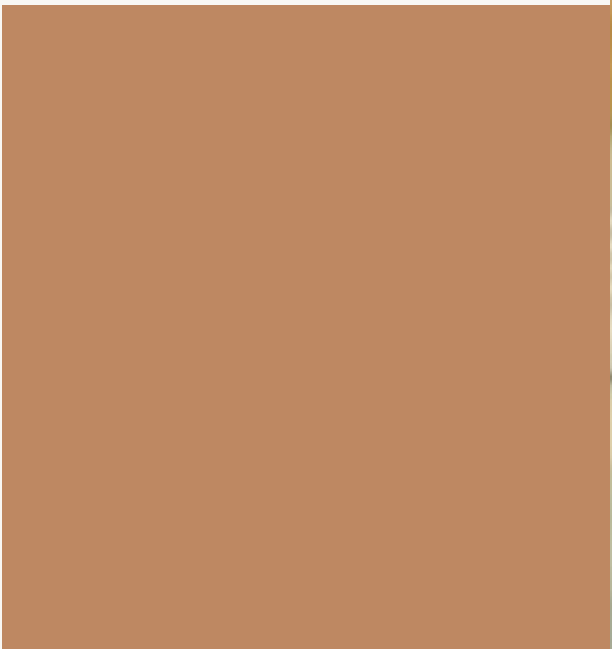
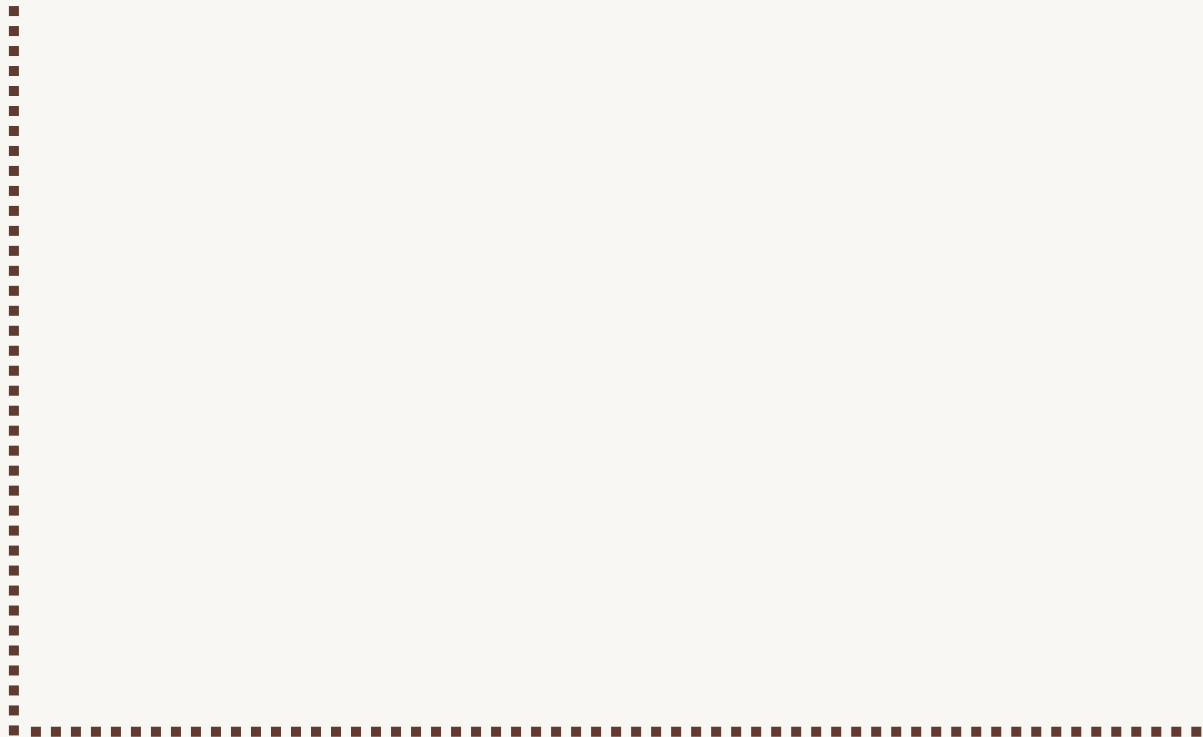
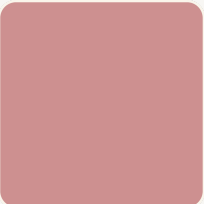


FORMAL  
IMAGES

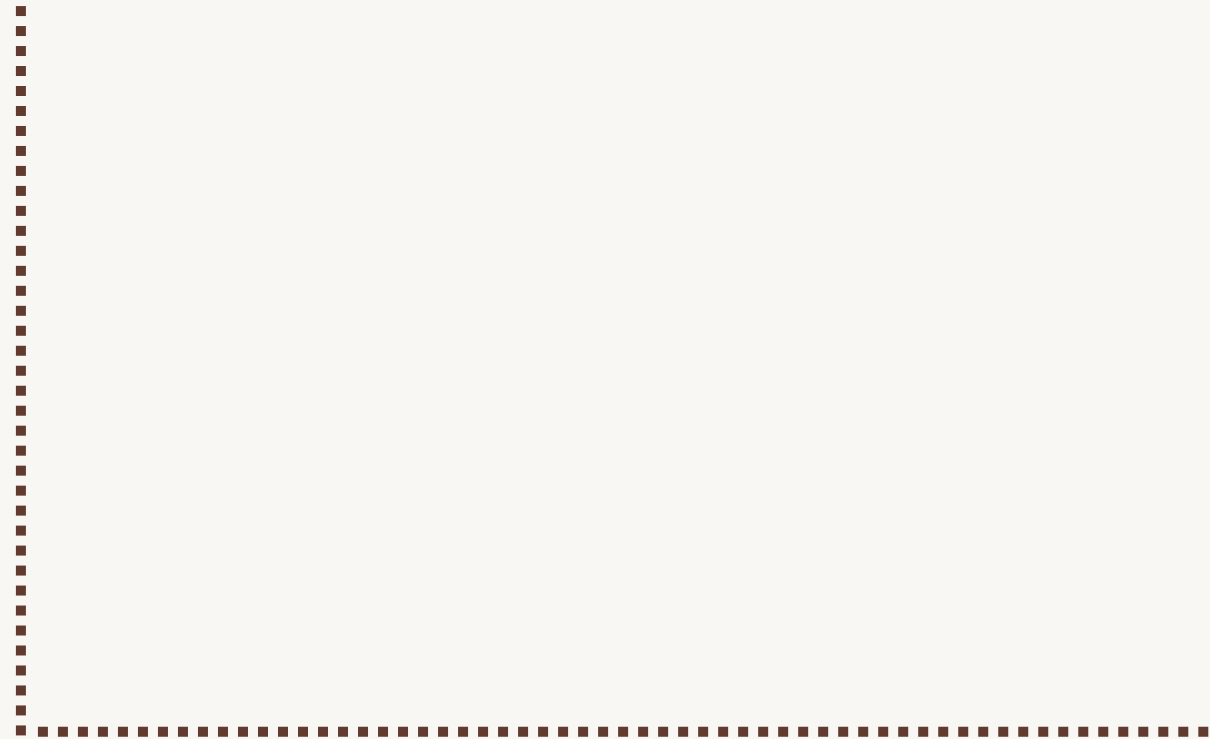
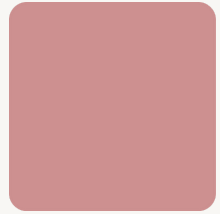


# VIDEO CONTENT

# HOLISTIC DIET

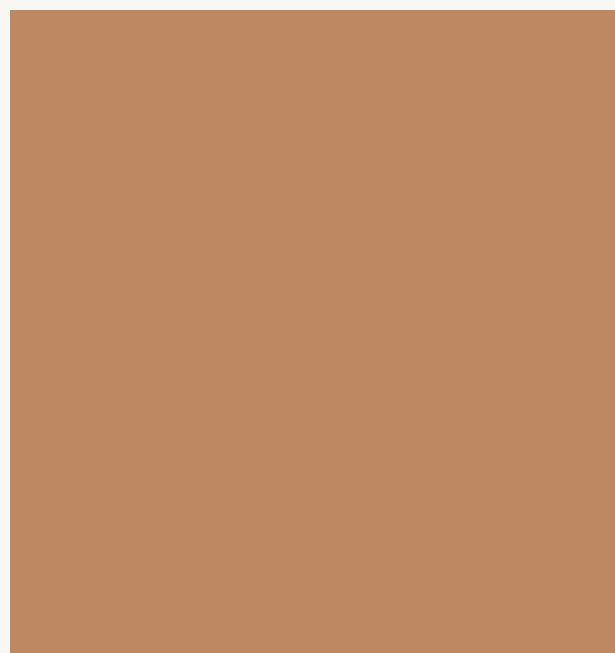
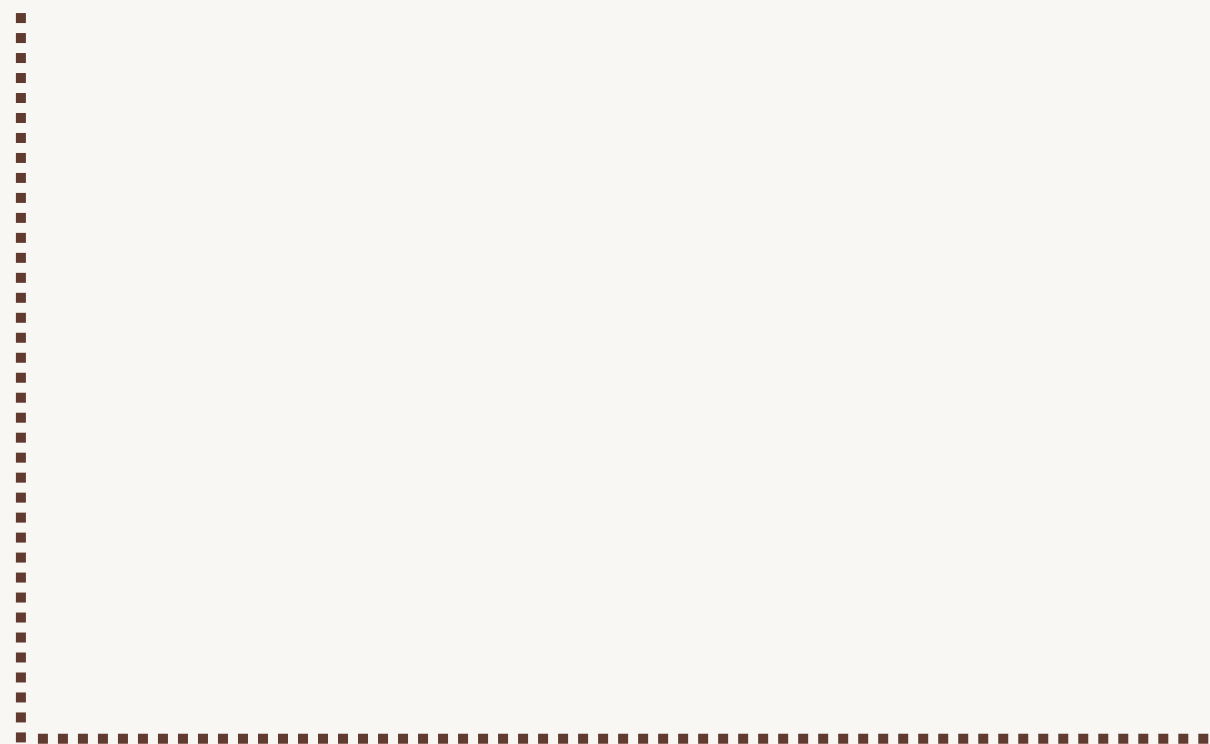
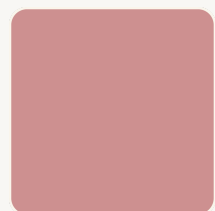


# BODY CONFIDENCE

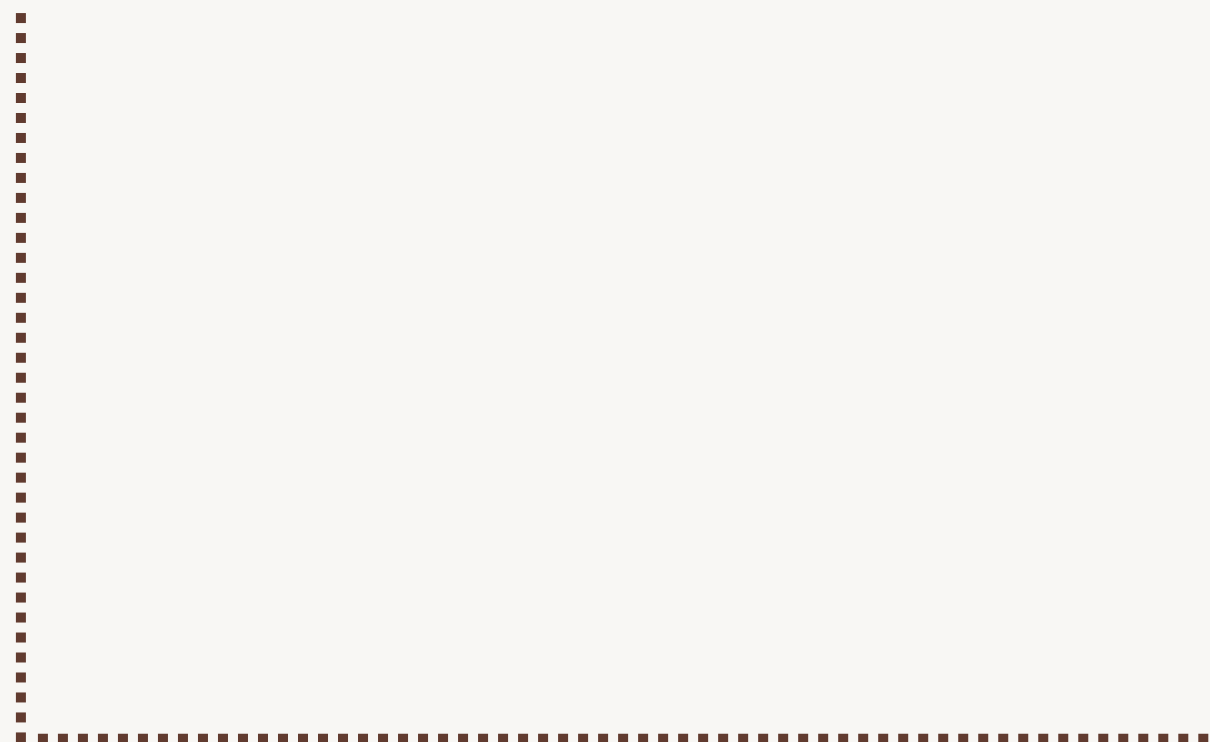
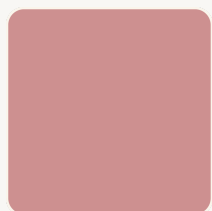




# LOVE NOTE

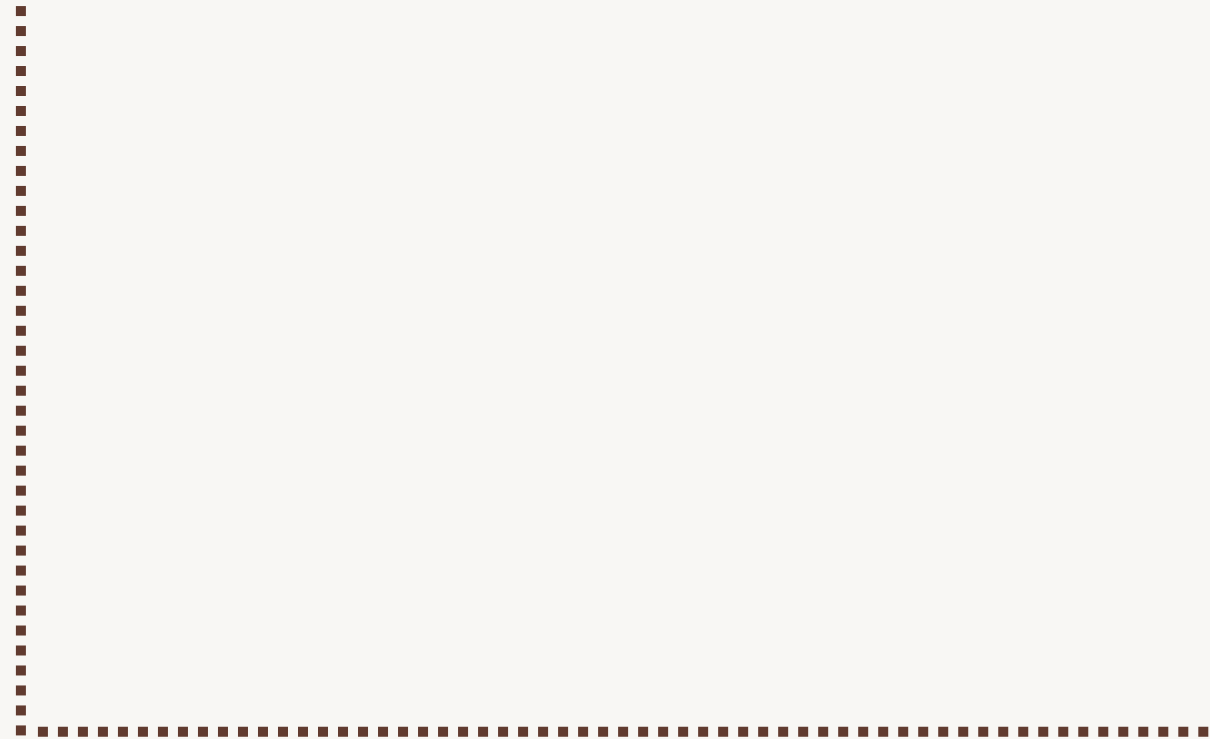
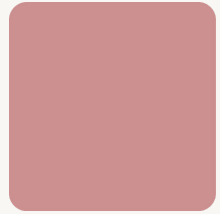


# FINANCIAL WELLNESS



# TAGLINE

“*Show up as yourself*”



NEXT STEPS.....

# WEBSITE RECOMMENDATIONS

## SHOW UP AS YOURSELF



Your Coach Laura, a woman on a mission to empower women to achieve success in all aspects of life. As a holistic wellness coach, I help women build a foundation of healthy eating habits, financial stability, and body positivity. With my background as an accountant and my dedication to mental, emotional, and physical well-being, I am the ultimate guide for women seeking to unlock their full potential. My three pillars of holistic diet, financial wellness, and body diversity provide a comprehensive approach to living your best life. Join me on this journey to success and become the confident, fulfilled and successful woman you were always meant to be.

Subscribe

## SERVICES



Body Confidence



Financial Wellness



Holistic Diet

# ABOUT ME

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Hi! I'm Laura Tshilumba  
Three things about  
me....

- 1.
- 2.
- 3.

# CONTACT

## PHONE

(123) 456-7890

## EMAIL

[coachLT@yourcoachlt.com](mailto:coachLT@yourcoachlt.com)

## SOCIAL



# INSTAGRAM STORIES

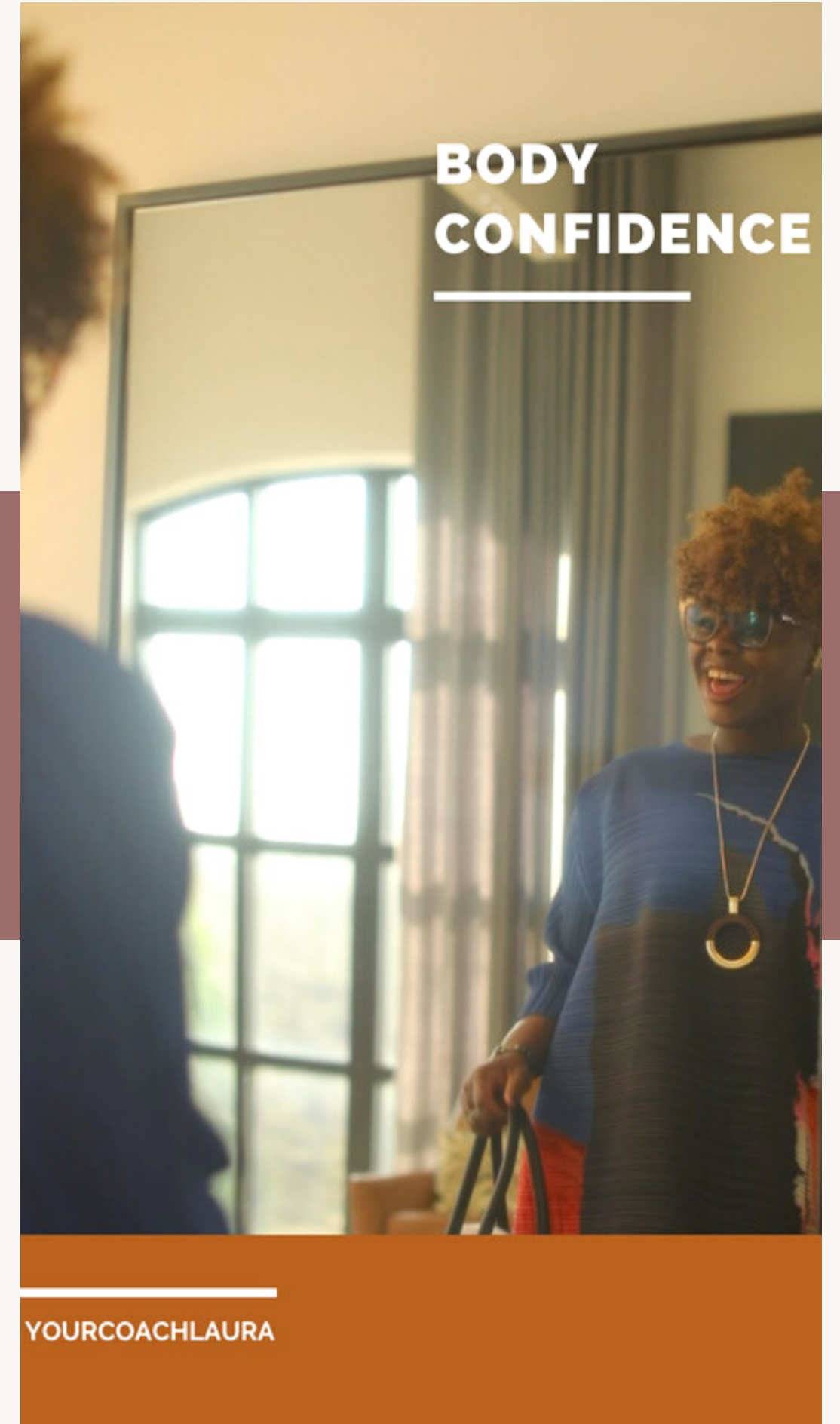


#jugglinglife



#soulsisters

# THUMBNAILS







**FINANCIAL  
WELLNESS**

YOURCOACHLAURA



**HOW OFTEN DO YOU  
WRITE A LOVE NOTE  
TO YOURSELF?**

YOURCOACHLAURA



**YOURCOACHLAURA**

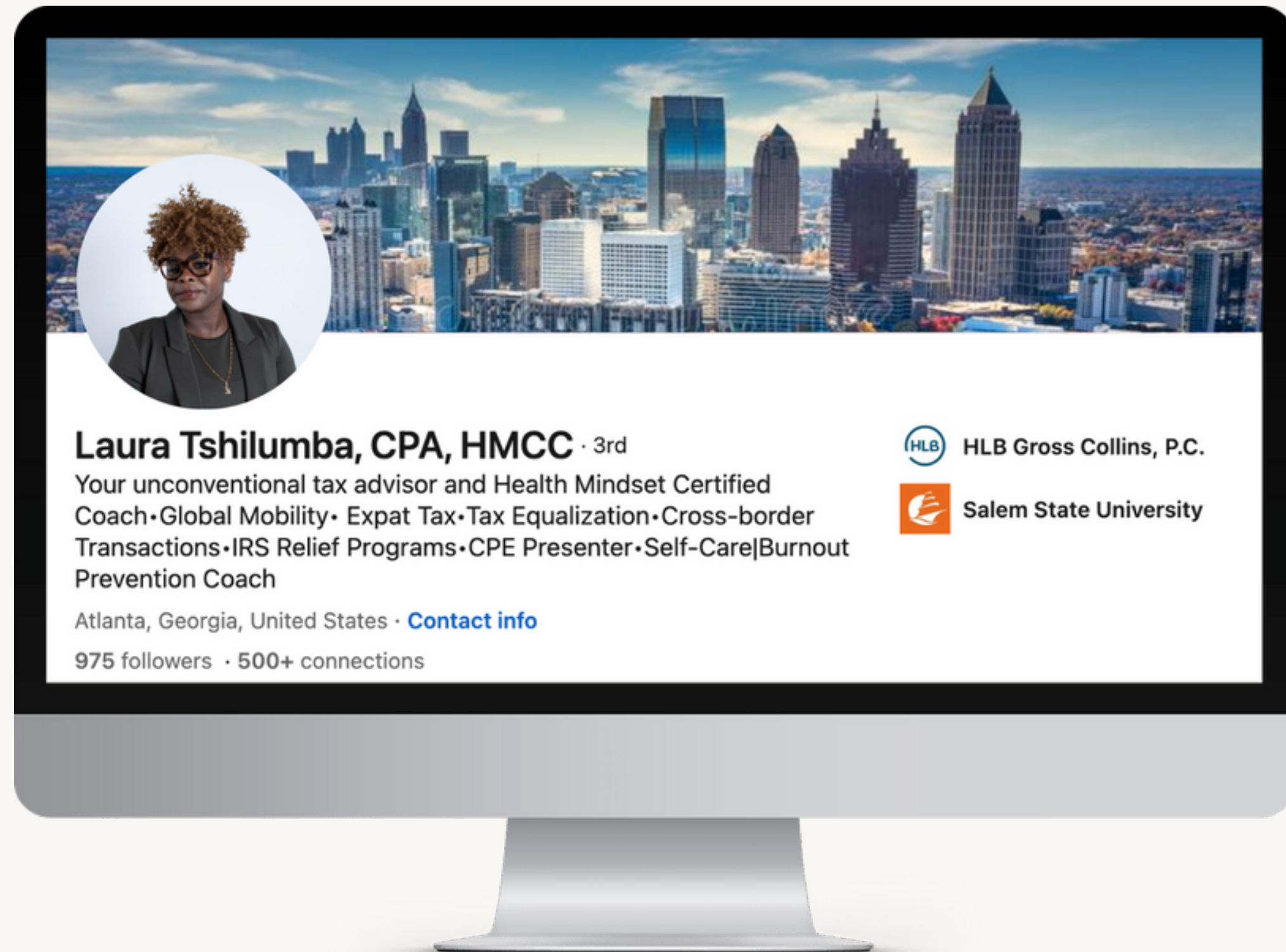
# GIF CONTENT



ADDITIONAL  
IMAGE



# LINKEDIN RECOMMENDATIONS



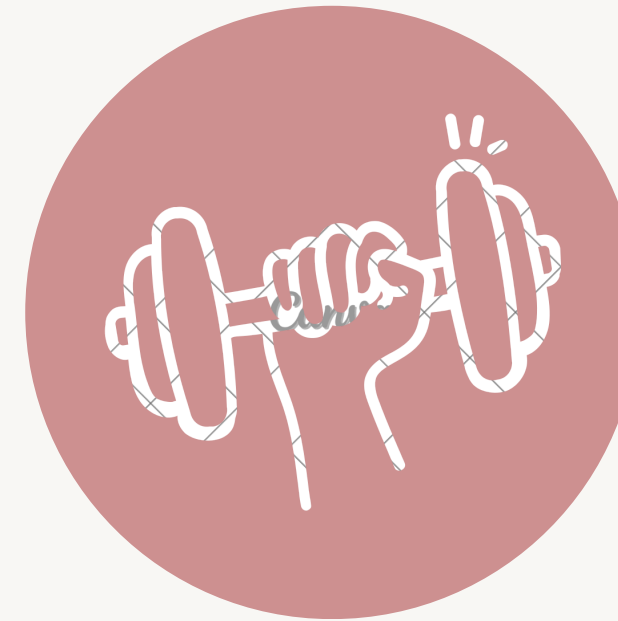
# INSTAGRAM HIGHLIGHTS



Holistic Diet



Love Notes



Fitness



Body Confidence

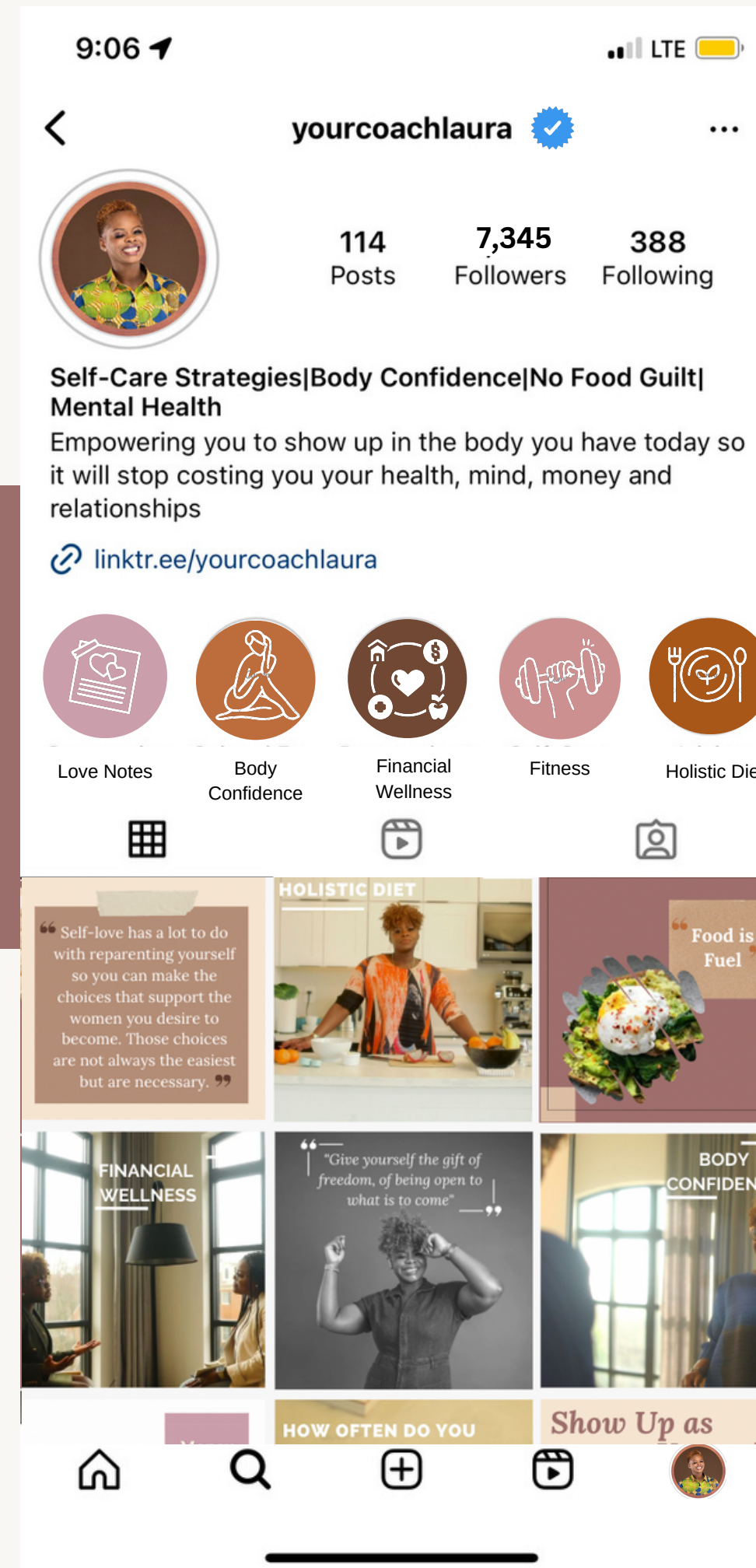


Community



Financial Wellness

# INSTAGRAM MOCK UP

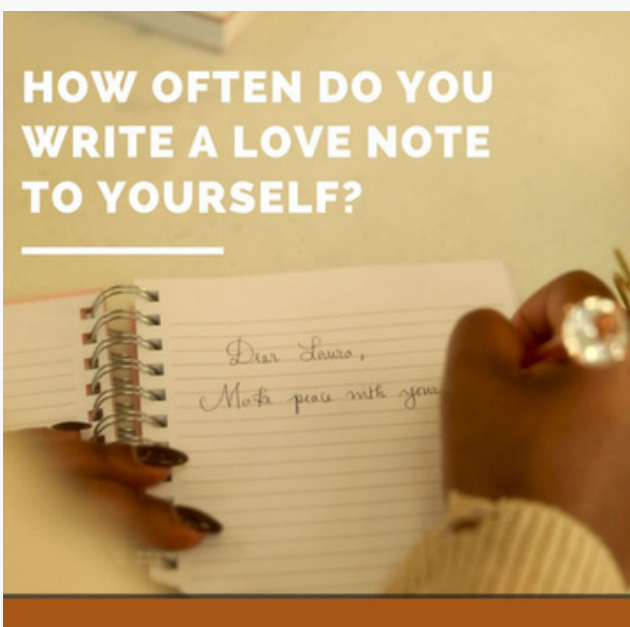


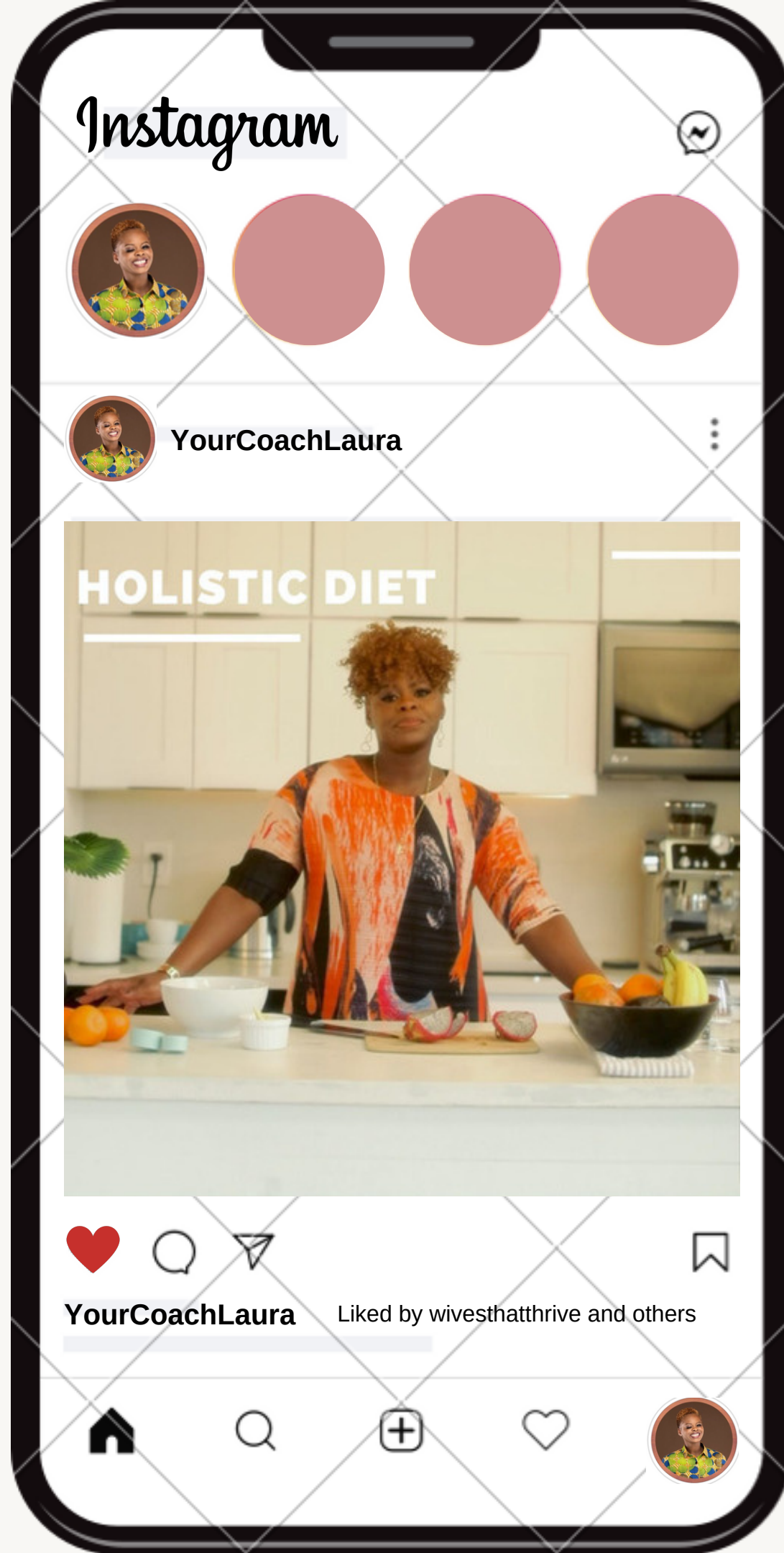
# INSTAGRAM MOCK UP

“ Self-love has a lot to do with reparenting yourself so you can make the choices that support the women you desire to become. Those choices are not always the easiest but are necessary. ”



- ### Feed Pattern
- Diamond Shape-Pillars
  - Corners-Centered around pillars, love notes, and affirmations







# SOCIAL MEDIA CALENDAR

M T W Th F

	M	T	W	Th	F	
	●		●		●	
		●		●		

**Schedule Post:** 3-4 days a weekly

- **Monday:** Holistic Diet
- **Wednesday:** Body Confidence
- **Friday:** Financial Empowerment
- **Tuesday/Thursday:** Love notes/Affirmations
- **Reels:** Continue posting daily (fitness and cooking)

Q&A