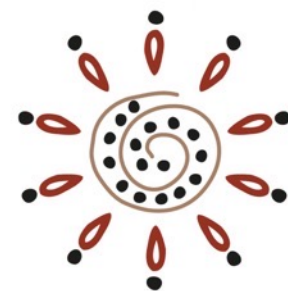


BUILDING A BUSINESS BRAND THAT MAKES A DIFFERENCE



Maganda Makers

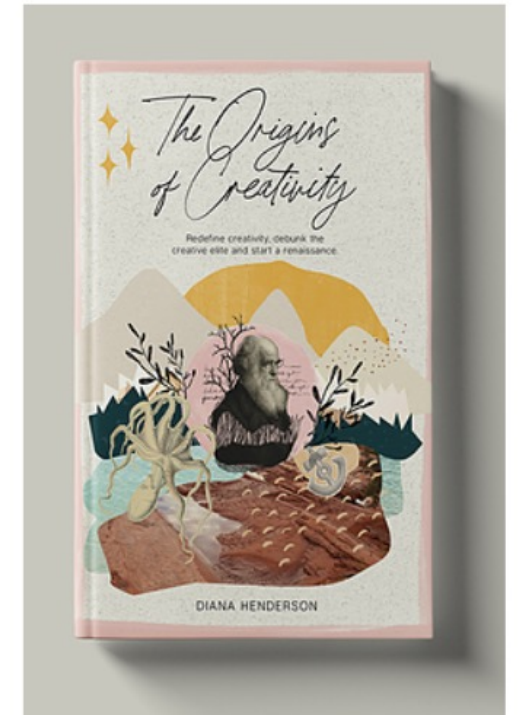
Empowering Kimberley Indigenous Women
to build wealth through Business



WHO AM I?



Diana Henderson



YOUR BRAND LIVES IN THE MINDS OF YOUR CUSTOMERS

- Business owners put a lot of work into developing their brands, but how can you take your brand from being just a great logo, to an effective and engaging brand that communicates across many platforms?
- Brand recognition by potential clients is vital, but what is the best way to create a visual representation on social media and other platforms?
- Lets develop a strong brand identity that becomes the foundation for your business marketing.





WHAT IS THE RIGHT ANGLE FOR YOUR BRAND?

- Educational
- Inspirational
- Appreciation
- Topical/ Opinion
- Hacks
- Community
- Promotional



WHAT IS THE RIGHT CONTENT FOR YOUR BRAND?

- Books
- Webinars
- Workbooks
- Workshops
- Social Media
- Live Events
- Cross-Promotional



WHO ARE THE RIGHT BRANDS AND BUSINESS TO AFFILIATE WITH?

- Family Values Centered
- Edgy
- Pioneers
- Political
- Stead Fast
- Trendy
- Fun/ High Energy

A white SUV is parked in a savanna landscape. The foreground is filled with tall, dry, yellowish-brown grass. In the background, there are several acacia trees with green foliage. The sky is a clear, bright blue. A white curved line separates the image from the text on the right.

WHO ARE THE RIGHT PEOPLE TO CO-BRAND WITH?

- Celebrities
- Industry Leaders
- Educators
- Politicians
- Influencers
- Community Leaders
- Thought Leaders



CASE STUDY

Laughter
Skills

Laughter Skills

HEADERS-

Yellowtail

SUB HEADERS-

ROBOTO CONDENSED BOLD
(FULL CAPS)

BODY TEXT-

Roboto Condensed

DC9733

EFC517

EE3D2D

1C1C1C

E3E7EA

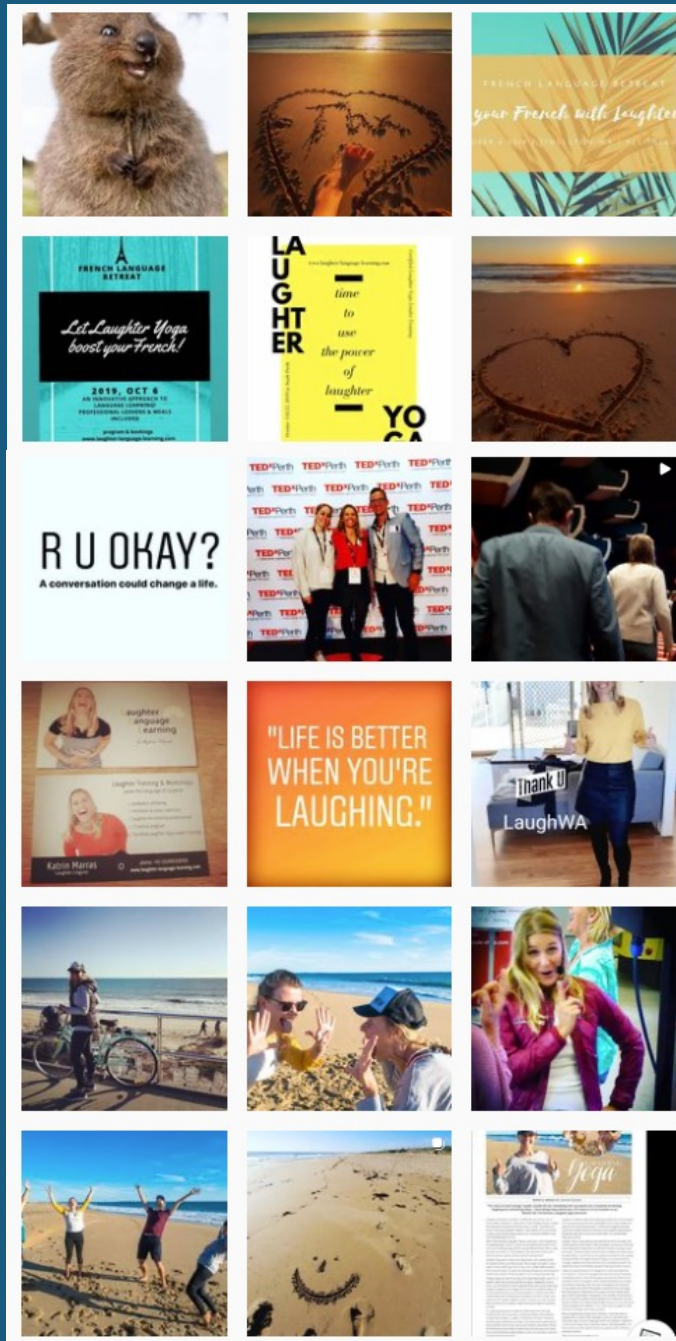




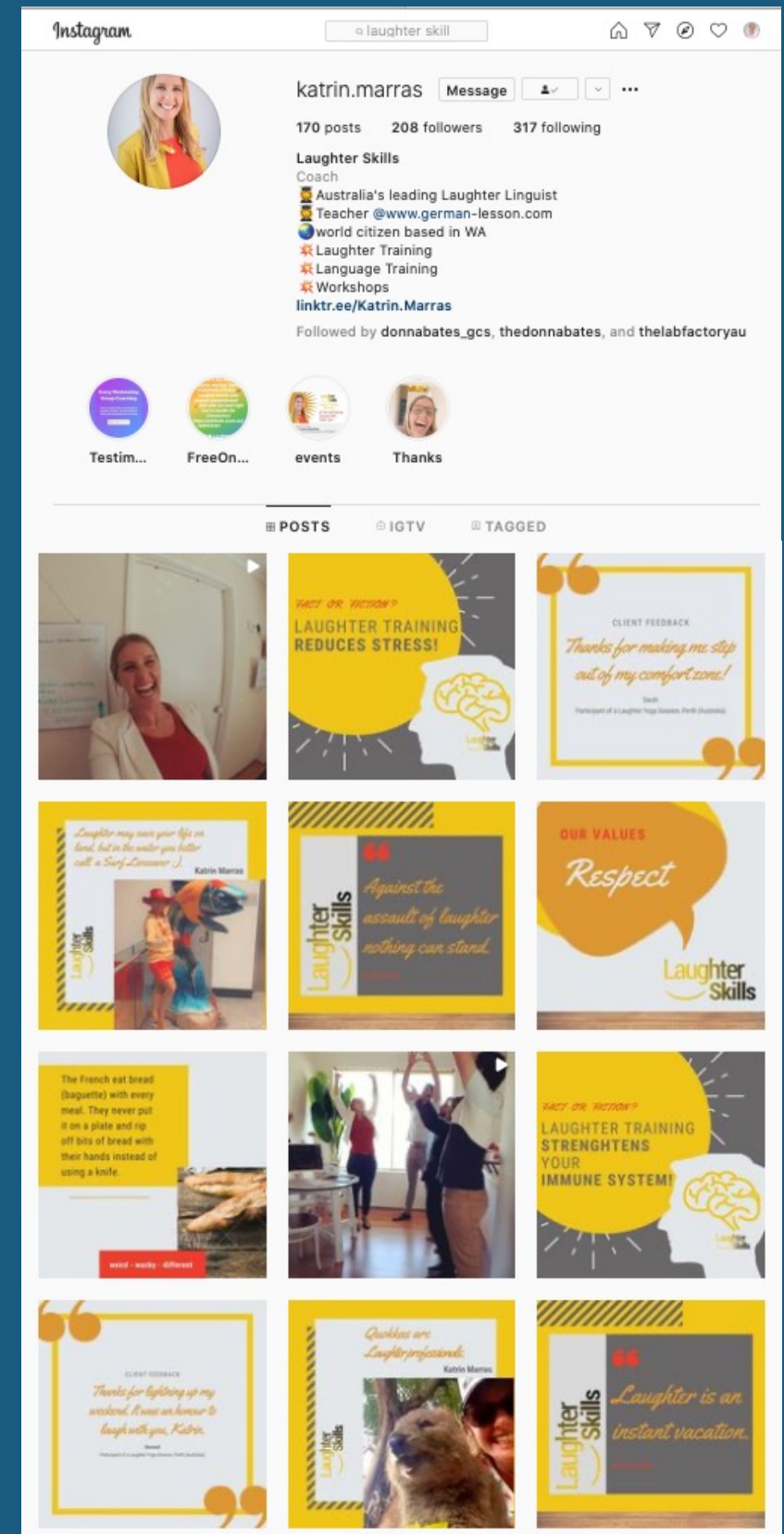




BEFORE



AFTER





QUESTIONS?



THANK YOU

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