HEY DESIGNER!

Are you ready to start charging expert prices and get booked by dreamy clients that value your creative work?

YES! TAKE MEBOOK THE CLASSROOM NOW!

DO TELL ME.

Does this sound like you?

- You're struggling to book clients that truly value the creative work and strategic thinking that you have to offer
- You're overwhelmed your need help to figure out brand strategy. You've heard all of the generic advice and you're ready for an actionable framework
- You've been stuck raising your prices that you're realizing it's going to take you years to finally be charging the expert prices that you should be making

I know you started your business because you wanted to do the creative work that sets your soul on fire.

BUT SINCE THEN, YOU'VE BEEN STRUGGLING TO FIGURE IT ALL OUT ON YOUR OWN.

You've downloaded all of the "brand clarity workbooks" freebies, you've taken a peek at everyone's branding questionnaires, you've been planning together all of the DIY knowledge you find online on the internet.

But you wish someone would just take you by the hand and guide you through the process, and that you had someone who could ask all questions when you needed to.

It doesn't have to be that way

JUST IMAGINE IF...

- Instead of charging $1,000 for branding, you could be charging $5k - $20k for projects.
- Instead of spending so much energy "pushing yourself out there" marketing, your ideal clients sang your praises and brought new clients to you without having to do a thing!
- Instead of working on branding refinements round three, four, five... you finally ever get to launch your art!refinements.

You want to provide even more value to your clients

BUT FIGURING OUT BRAND STRATEGY ON YOUR OWN BRINGS IN A LOT OF QUESTIONS AND CONFUSION.

WHERE THESE THOUGHTS HAVE BEEN THROUGH YOUR HEAD...

- I'm so awkward. I wouldn't know what to say. I could never host a two hour strategy session!
- I'm not a good writer. How am I supposed to write mission statements?
- It's so hard to explain WHY I've made that design decision.

It can be hard to ever get started at all

IF YOU DON'T HAVE A STEP BY STEP FRAMEWORK TO FOLLOW THE ENTIRE PROCESS FROM BRAND STRATEGY TO DESIGN...

You could find some simple information that you been collecting online, but it's hard to know if it's the right information or if it's the right strategy that actually works for your client.

Without guidance and support on exactly what to ask and when to ask it, it can be difficult to make any progress at all.

INTRODUCING...

BRAND CLARITY ACADEMY

BRAND STRATEGY FOR DESIGNERS SO YOU CAN BOOK DREAMY CLIENTS THAT FULLY VALUE YOUR CREATIVE WORK

YES! SIGN ME UP!

READY FOR ALL THE DETAILS?

Here's What you will learn in Brand Clarity Academy

MODULE ONE

How to Sell Brand Strategy

BOOK DREAMY CLIENTS THAT VALUE YOUR CREATIVE WORK

- Finally see through some of the most common mistakes that designers make when selling brand strategy and find clients that fit your ideal client.
- Learn how to talk about your brand strategy process so that everyone knows why their "pretty design" has to be actionable to be brand strategy.
- Have questions yourself? Learn "objection" research!
- Learn how to price and scope brand strategy using value based pricing.
- Have all of my tips on what your sales calls or brand strategy sessions should look like so you can book your clients easily to get started with brand strategy.

MODULE TWO

Hosting a Strategy Workshop

FOR WHOLE PERSONAL SMARTPHONE

My exact break down of all of those collaborative and fun strategy workshops you can host to work with your ideal client. Learn 3 amazing DIY brand tools.

- How to get started with hosting the strategy workshop.
- Understanding the brand "story".
- Establishing personal attributes.
- Understanding the brand "vibe".
- Developing an audience persona.
- Mapping the customer journey.
- Finding the brand's unique value proposition.

Bonus: Follow along with a real strategy session!

MODULE THREE

Your Strategic Thinking

ACTIVATE YOUR STRATEGIC MIND!

How to mine for insights and activate your strategic thinking muscles as an entrepreneurial strategist.

- How to turn the strategy workshop into an insight-rich "brand brief".
- How to write a brand story that resonates by understanding the "why" behind your brand.
- Mind-blowing that will ensure your agent.
- Understanding the difference between strategy, creative & aesthetic and how these elements are related to each.
- How to use analogies to develop your brand strategy, messaging, and voice.

Bonus:

- Learn how to find your niche.
- How to develop a strategic content pillars.
- The simple strategy tool: how to know if your brand strategy will actually work.

MODULE FOUR

Turning Strategy Into Design

MAKE YOUR BEST WORK YET!

Learn how to use a strategic thinking mind and what to do with your brand brief. Learn how to make your brand work yet!

- How to use search and inspiration boards that make sense for the brand strategy.
- Understanding the difference between "inspiration" & "copying" and how to use inspiration ethically and creatively!
- Understanding how to use brand strategy to the client's ideal aesthetic and find their brand style.

Bonus:

- How to use the new concept method to successfully deliver revisions.
- How to use the brand strategy to find identity so that it gets approved almost instantly.

WHAT ABOUT THOSE BONUS

DON'T FORGET THESE JUICY DEFENSES.

FOR ONLY $47

CLARITY CHECK BONUS: YOU ARE ABOUT TO GET IT

Google Sheet Framework

My exact framework to find your strategy workshop.

FOR ONLY $47

FOLLOW ALONG WITH: STRATEGY TEMPLATE

Brand Strategy Roadmap

My client-facing your first strategy document, starting you from from building, one from scratch.

FOR ONLY $47

CLARITY CHECK BONUS: YOU ARE ABOUT TO GET IT

Worksheets, Checklists & Scripts

Or you can always get a light dip for time.

FOR ONLY $47

FOLLOW ALONG WITH: STRATEGY WORKSHOP

Recorded Session

Watch me work live on the strategy workshop session!

FOR ONLY $47

FOR COMMUNITY

Private Group

Get support and accountability from your group leads on your Trello group.

OR IF THAT WASN'T ENOUGH... CHECK MORE ON THE

FAST ACTION BONUSES

BLACK FRIDAY SPECIAL FAST ACTION BONUS

From Distracted to Streamlined

A video course to stop just setting and time management systems that fizzle out, get more done without guilting over time.

ADDED FREE BONUS

EVERYTHING THAT'S INCLUDED WITH THIS BONUS:

- *I have video training on way, never once guess that this no, go from from effortlessly.*
- *Practical Passion Planner to help you more replace your pull.*
- *Tactic from Pomodoro Technique to help you focus, life you turn.*
- *Affirm to Passion Planner to help you create a calendar plan that actually meets the needs.*

FOLLOW FOR MORE

"The number one thing I did for my business was sign up for Brand Clarity Academy. I was able to start charging higher rates because of this course...The templates alone are worth the cost!"

READY TO TAKE YOUR DESIGN BUSINESS TO THE NEXT LEVEL?

DIY DREAMY DESIGNER AND STUNNY BRANDING DREAMY CLIENTS THAT FULLY VALUE YOUR CREATIVE WORK AND SPEAK CHARGING HIGHER PRICES.

MOST POPULAR

PRIMROSE PLAN

- 12 MONTHS ACCESS TO BCA CURRICULUM
- 2 BONUS MODULES
- 1 MEASUREMENT OF A BRAND STRATEGY WORKSHOP
- 365 DAYS ENTIRELY BRAND STRATEGY WORKSHOP TEMPLATE
- PRIVATE GOOGLE DOC FRAMEWORK
- WORKSHEETS, CHECKLISTS, SHEET, AND SCRIPTS
- ACCESS TO THE PRIVATE GOOGLE COMMUNITY
- EDITABLE DESIGNER PROJECT PROPOSAL

6 MONTHLY PAYMENTS OF $225 EACH

GET STARTED FOR $147

PRO PLAN

- 12 MONTHS ACCESS TO BCA CURRICULUM
- 2 BONUS MODULES
- 1 MEASUREMENT OF A BRAND STRATEGY WORKSHOP
- 365 DAYS ENTIRELY BRAND STRATEGY WORKSHOP TEMPLATE
- PRIVATE GOOGLE DOC FRAMEWORK
- WORKSHEETS, CHECKLISTS, SHEET, AND SCRIPTS
- ACCESS TO THE PRIVATE GOOGLE COMMUNITY
- EDITABLE DESIGNER PROJECT PROPOSAL

MOST POPULAR

ONE PAYMENT OF $1,497 EACH

(Save an additional $147)

YES! SIGN ME UP!

BONUS TRIPLE BUNDLE: FREE BONUS!

Editable Designer Project Proposal

The ideas for your project proposal so you can confidently book your ideal client.

What other are saying

"Wait, I am a brand coach. This was your first time ever creating a strategy workshop? Wow! Wow! Wow! I'm so impressed! Thank you for sharing!"

"I have trying to figure out brand strategy by myself. So with your step-by-step guide, I'm so excited!"

"I never realized that using one big "Google Sheet" would be a great way to keep notes and to

game changer for me! I already feel so much more confident and equipped to speak to my audience without fear."

–JAYNE BROOKS

confusing myself more and more with all the different information that I received... Now I have a plan! But more importantly, now I KNOW that I can make much better and deeper work with my clients and help them in ways that I never thought it was possible!"

–MARIE ANGELINE

gracefully transform those conversations into something more productive for both me AND the potential client!

–ABBIE WILLIAMS

BRAND CLARITY ACADEMY IS FOR YOU IF...

- ✓ YOU WANT TO TAKE ON A MORE STRATEGIC AND COLLABORATIVE ROLE WITH YOUR CLIENTS
- ✓ YOU WANT TO CREATE MORE IMPACT AND BRING MORE TO THE TABLE
- ✓ YOU WANT TO BE ABLE TO CHARGE EXPERT PRICES FOR YOUR UNIQUE APPROACH TO BRANDING
- ✓ YOU WANT TO STOP COMPETING FOR CLIENTS

BRAND CLARITY ACADEMY IS NOT FOR YOU IF...

- ✕ YOU ARE HAPPY WITH WHAT YOU ARE CHARGING AND DELIVERING RIGHT NOW
- ✕ YOU JUST WANT TO MAKE PRETTY LOGOS AND GRAPHICS
- ✕ YOU ARE HAPPY BEING AN ORDER TAKER
- ✕ YOU ARE ALREADY HOSTING STRATEGY WORKSHOPS WITH A PROVEN FRAMEWORK

PRAISE FOR BCA!

"Now clients don't hesitate to work with me. For me, it was a 360 degree change."

HAVE QUESTIONS?

YOUR QUESTIONS ANSWERED

01. *Do I get lifetime access to the course?* +
02. *Is there a payment plan available?* +
03. *How is Brand Clarity Academy different from other brand strategy courses?* +
04. *Is there a refund policy?* +
05. *Are there any prerequisites for the course?* +
06. *What is the time commitment?* +

"This course has sparked a passion for brand strategy in a way that I did not expect. I now can show up with a lot more confidence."

"I can not say enough about all of the value that is inside of this course... It will give you more confidence and clarity"

"If you are a designer that wants to offer brand strategy I would highly recommend this course"

READY TO TAKE YOUR DESIGN BUSINESS TO THE NEXT LEVEL?

GET INSTANT ACCESS AND START BOOKING DREAMY CLIENTS THAT TRULY VALUE YOUR CREATIVE WORK AND START CHARGING EXPERT PRICES

PAYMENT PLAN

MOST FLEXIBLE

- ✓ 12 MONTH ACCESS TO BCA CURRICULUM
- ✓ 2 BONUS MODULES
- ✓ A RECORDING OF A REAL STRATEGY SESSION
- ✓ 30+ PAGE EDITABLE BRAND STRATEGY INDESIGN TEMPLATE
- ✓ PROVEN GOOGLE DOC FRAMEWORK
- ✓ WORKSHEETS, CHECKLISTS, EMAIL AND SALES SCRIPTS
- ✓ ACCESS TO THE PRIVATE CIRCLE COMMUNITY
- ✕ EDITABLE INDESIGN PROJECT PROPOSAL

6 MONTHLY PAYMENTS OF $333
$199

GET STARTED FOR $199!

PAY IN FULL

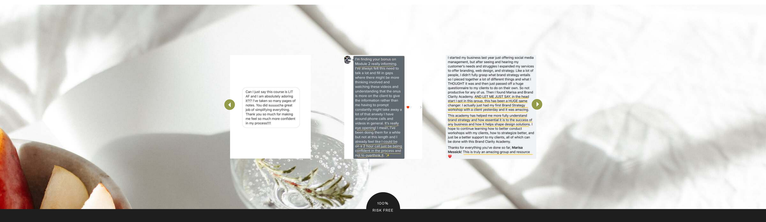
BEST VALUE

- ✓ 12 MONTH ACCESS TO BCA CURRICULUM
- ✓ 2 BONUS MODULES
- ✓ A RECORDING OF A REAL STRATEGY SESSION
- ✓ 30+ PAGE EDITABLE BRAND STRATEGY INDESIGN TEMPLATE
- ✓ PROVEN GOOGLE DOC FRAMEWORK
- ✓ WORKSHEETS, CHECKLISTS, EMAIL AND SALES SCRIPTS
- ✓ ACCESS TO THE PRIVATE CIRCLE COMMUNITY
- ✓ EDITABLE INDESIGN PROJECT PROPOSAL

ONE PAYMENT OF $1,197 $997

(save an additional $199)

YES! SIGN ME UP!



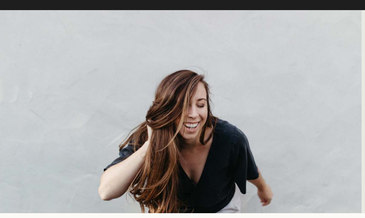
100% RISK FREE

Money-Back Guarentee

I wholeheartedly believe in the Brand Clarity Academy course, and have many satisfied students. But I want you to feel confident in trying it out for yourself!

That's why I have a 100% Risk Free Guarantee. You can try Brand Clarity Academy for 7 days, and if you aren't satisfied, just ask us for a full refund.

If you do the work, put in your best effort, and feel that I haven't delivered, I will issue a 100% refund.



Meet Marisa

Hey friend! If we haven't met yet, I'm Marisa, and I help brand designers like you become confident in their brand strategy process so they can feel confident they are giving the best client experience and finally book those dreamy clients who truly value their creative work.

A few years ago, potential clients would tell me that my $800 design packages were too expensive. But once I started implementing my brand strategy framework – now I book five-figure design projects and I can't wait to help you do it too.

THIS COULD BE YOU!

MORE SUCCESS STORIES

MOST WORKS

"I've taken quite a few business courses but nothing beats Brand Clarity Academy"

I have invested in courses before that sounded incredible on paper but weren't the greatest at delivery or information. BCA surpassed my expectations and more! Marisa really "pulled the curtain back" in educating us on what brand strategy encompasses and how it is crucial to deliver its value to our clients. I love that she didn't just tell us "lecture head style" what to do but showed us with her BTS process, templates, and more. I gained so much clarity and confidence as a designer now that I have taken her course. It is 110% worth the investment!

I am forever grateful for her and BCA! Thank YOU Marisa for your generosity, and transparency. You are a gift to this industry!

– JESS | @GRACEANDOAK

JOIN!

ARE YOU READY?

BRAND CLARITY ACADEMY

YES! SIGN ME UP

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