



Kelly Burgos Harper communications

Helping nonprofits and small businesses sharpen, strengthen, and streamline communications for greater impact and greater good!

Why Create a Brand Profile?

Tired of reinventing the wheel, questioning and rethinking your messaging, and endless rewriting?

Feeling like you're just not connecting due to ineffective or inconsistent messaging?

Your Brand Profile will help you unlock your communication superpowers:

- On-point, reliable messaging for confident communication and fearless fundraising
- Brand knowledge and consistent messaging among all team members and stakeholders
- Strengthened connection with your value and your audience

Brand Profile 6-Week Program

Let's build a powerful tool that captures the heart and soul of your organization's story and value. *And* let's build it as a tool you and your team can use time and time again to inform, clarify, and strengthen all your communications moving forward!

In this 6-week guided program, we will assemble, shape, and clarify your core messaging, create clear and effective descriptive copy, define your community impact, identify your audiences, and develop key messages for each of your audiences.

Program Outline

Here's what you can look forward to along your guided brand profile journey:

- We will have weekly one-on-one work sessions that will range from 60-90 minutes in length.
- Before your first session, you will receive a brand profile workbook to begin focusing your thoughts on your branding and on your Communications Core questions: Who Are You? Who Cares? How do You Reach Them?
- Each session will include a new assignment, review of previous session work, coaching, and collaborative work time.
- Between sessions you'll have the opportunity to complete sections of your workbook in preparation for the next session.
- At the completion of the program, you will have your custom brand profile document to serve you in all future communications.

You will also receive:

- Copywriting service for one document of your choice
- A copy of Kelly Burgos Harper's "Ready, Set, Write!" copywriting guide

Your investment: \$1,750

Are you ready?

Email kellybharper@gmail.com today and you'll be on your way to sharper, stronger, more streamlined communications!