



The Brand Clarity - VIP

Day to get clear on everything your brand stands for.

thinkbrandforward.com

You're already doing the work — wearing every hat. The Brand Clarity VIP Day hands you a complete brand foundation in one focused day, so every decision after it is faster, cleaner, and more confident.

WHY FOUNDERS NEED THIS

When you're making decisions alone

Stop second-guessing. Start leading from a clear, defined brand.

When your content isn't converting

Fix the root cause — blurry positioning — not just the symptoms.

When you've outgrown your brand

Walk away with a brand that matches where you're going.

When you can't afford months of back-and-forth

Get the full foundation in one contained, high-impact day.

HOW THE DAY FLOWS

PRE-DAY

Brand Clarity Questionnaire

~90 min

A focused audit of your current brand and what feels off — so we skip discovery and go straight into building.

-> *Completed before the day*

SESSION 1

North Star + Positioning

~2 hrs

Lock in your purpose, values, and the specific audience you're here to serve. The filter for every brand decision going forward.

-> *Brand foundation doc*

SESSION 2

Voice + Core Messaging

~75 min

Define how your brand sounds, then put it to work — tagline, elevator pitch, and About page copy written in real time.

-> *Voice guide + messaging starter*

SESSION 3

Visual Direction + Activation Plan

~75 min

Map your visual aesthetic and build a 30-day plan for where to apply your new brand clarity first.

-> *Visual direction board + activation roadmap*

WRAP

Brand Clarity Snapshot

~20 min

Everything consolidated: North Star, positioning, voice, tagline, pitch, and your first three actions — on one page.

-> *Brand clarity snapshot — ready to use*

FOUNDER SPEAK

You helped me explore my vision in ways I never expected and made everything feel more intentional and aligned with the heart of Lanna Earth. You helped me understand our archetype and ideal client on a deeper level and gave me the language and structure to strengthen the vision I already had. I am also so grateful to walk away with a full brand book that will make it easy to train future employees and work with designers. You helped me see how to shape Lanna Earth into a successful brand where every glow gives back, and that clarity meant so much to me.

Jane Tiphayachan
Co-Founder & CEO
Lanna Earth

WHAT'S INCLUDED

- Pre-work questionnaire
- 6-hour intensive (virtual or in-person)
- Brand clarity snapshot doc
- Voice guide + messaging starter
- Visual direction board
- 30-day activation roadmap
- 30-min follow-up call (2 weeks later)

THIS IS FOR YOU IF...

- You're a purpose-led founder
- You sell a physical or digital product
- You've outgrown your current brand
- You want results in days, not months
- You're ready to stop guessing and lead with clarity

READY TO GET CLEAR? Spots are limited.

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Investment: Contact for pricing
& availability — limited spots