

Instinct

BRAND BOOTCAMP

A 6-week course to help company founders set the foundation for ultimate Brand growth.

Including the 3 rules & 3 tools to Brand Building and how to tell your Brand story.

**Intro Offer of \$195 USD for 6-week course led by Megan Matthews
Starting Wednesday 10th February 5:00pm GMT**

- **Each session is 1-hour live, with a playback option if you miss one**
- **Includes one workshop week with 1-1 consultation on your Brand positioning**
- **Homework after each session to ensure usable outcomes for your business**
- **Opportunity to connect with other small and medium sized- business leaders**

What is a Brand? Many still believe it to be the logo, the colours, the tagline associated with your business. These however are the visual representations of your Brand and is **not** what we're talking about. **Your Brand is what people think of you.** We say Brand with a capital B as it means everything to the success of your business.

If you build it right, and from the inside out, tell your story with consistency, you can ensure your Brand is thought of just as you intend. How? It's about following the Rules & Tools of Brand Building and giving yourself an additional job title; that of Chief Brand Officer. We'll tell you all about this and guide you through your new role that will make everything you do as a business, easier.

**Click [here](#) to
register**

You'll walk away with;

- A clear understanding for how to Build your Brand, including the 3 Rules and 3 Tools.
- Understanding the major threats to your Brand and how to manage them when they inevitably turn up.
- How to do a ThinkAudit.
- A Brand Foundation for your business, with support in developing it.
- Having found your unique Brand story and how to tell it.
- A topline understanding for how to approach social media and crisis.
- An opportunity to ask all your Brand development questions to Megan Matthews.

Creating your Brand Foundation is the single most important thing to do as a business founder. If you're a few years into your business it's never too late to refocus, and with 2020 behind us, refocusing is especially relevant.

Content Overview

Week 1 - What is Brand? And, the 3 Tools & 3 Rules to Brand Building.

Covering:

- What does Brand really mean and why it's not a subjective practice handled by marketing experts.
- Your Brand is what people think of you. So what does this mean for your Brand?
- Why Culture is the only word synonymous with Brand.
- Purpose: what is this buzz word and what should it mean to you?
- The 3 Rules & 3 Tools to Brand building including your new role as CBO.

Week 2 - The ThinkAudit & Brand Foundation

Covering:

- What is a Think Audit and why it's crucial to growing your Brand.
- What is the Brand Foundation? You'll see two examples to help you understand how to create your own.

Week 3 - Workshop week

A week where you will:

- Conduct your ThinkAudit.
- Write your Brand Foundation with 1-1 work sessions with Instinct.

Week 4 - Culture & Pivoting

Covering:

- The importance of culture and inspiring those who touch your Brand (partners, suppliers, freelancers).
- The great 're-brand' myth (evolution, not revolution).
- 'Pivoting' (or expanding your Brand offerings); when and how to do it right.

Week 5 - Brand Storytelling

Covering:

- How to find your authentic Brand stories by mining your Brand's history and equity.
- PR 101 (how to tell your Brand story).

Week 6 - Controlling your Brand in today's social landscape, crisis prep and live Q&A

Covering:

- When to use what social channel to grow your Brand, and how to maintain Brand consistency and ownership in the consumer-owned social landscape.
- Crisis preparation (strong brands weather the storm).
- Live Q&A session with Megan.



FAQ

Who is this for?

You could be a solopreneur or a business made up of 10. You could make body lotion, sell insurance, create software for other businesses or you could even be the Brand, as an expert in your field, coaching others. What matters is that you have a business, and therefore a Brand and these rules and tools apply. This course is for every business leader who sees the importance of building their Brand correctly from the beginning. By establishing and living a Brand Foundation through everything your business does, you will be rewarded.

Who is Megan Matthews?

With 19 years of global experience as a PR, marketing and brand executive, an astute understanding of the ever-changing digital marketing and social media landscape and a genuine love of Brand-storytelling, Megan's expertise is highly sought-after.

Megan has honed her extensive skill set in brand positioning, PR, social media marketing and more on a global scale, working both in-house and in-agency in London, New York and Toronto with some of the biggest names in beauty, wellness, travel, fashion and technology.



In 2018, Megan took over Instinct, the Brand coaching company founded by her entrepreneurial father and industry heavyweight, Ted Matthews. As owner, Brand coach and now, entrepreneur herself, Megan's exceptional skill set upholds and builds upon the values Instinct was founded upon, ensuring all bases are covered when it comes to your Brand.

What if I miss a session?

All sessions will be available to view afterwards, should you miss one.

Why is this in US dollars and where are you located?

Megan is based in London, UK, however the course is offered in US dollars because it is the standard unit of currency for international markets. This course is targeted at business owners in the UK, US, Canada and Australia (however those in other countries are certainly welcome).

This feels like a low price. Why?

This is our pilot 6-week course. We are keen to have people try our course and tell us what they think. After all, our Brand is also what people think of us. So, consider yourselves guinea pigs getting great value!

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