




# THE BRAND BUILDER PROGRAMME



COURSE INFO



WANT TO  
CREATE A  
BUSINESS  
MODEL FULL OF  
EASE, PROFIT &  
PURPOSE WITH  
ME?

Thanks so much for your interest in The Brand Builder Programme. I'd love you to join us.

The outcome of the programme is simple: *realign your business: your messaging, your content, your pricing and offers into a no-burnout model that prioritises purpose and profit and conserves your energy.*

I've called this program BRAND BUILDER, because that's our focus here - *to build your brand, your income and your impact without the hustle and compromise.*

We're going to solve the 3 big problems that lead most female business owners into burnout territory:

**Problem 1:** Feeling overwhelmed by the sheer amount of things to try and communicate clearly. Everything feels all over the place - marketing, messaging, offers, content creation.

The Answer: Let's design a beautiful, energising Brand Framework that gives you all the language you need for your marketing, messaging, content and offers! You'll have a system that makes sense and gives you space to not have to panic or worry about what to say or do to share about your business.

**Problem 2: Trying to create things that you think everyone will like and want to buy. Diluting your brand by trying to appeal to the masses and burning yourself out trying to cater for everyone.**

**Answer:** You need offer alignment! We are going to sift through your offers and find the stuff that lights you up the most so you can develop it, leverage it and call in the customers or clients who are ready to buy it.

**Problem 3: Feelings all kinds of discomfort and ick around pricing and selling - especially online. Wondering if you have what it takes to actually make good money.**

**The Answer:** We're going to drill down into the four pillars of pricing that will make you excited to tell people about your offers. We're going to work on structuring your pricing and in a way that creates a steady and sustainable income in your business.

The end result is that you have a business model which feels so clear, energising and empowering to you that you are showing up and serving your customers/clients with huge value, ease and alignment - bringing in profit and feeling connected to your bigger purpose and values.

**HOW GOOD DOES THAT SOUND?**

# So what does the Brand Builder Programme look like?

- 4 months
- 6 training videos
- 6 accompanying workbooks (action plans)
- 2x live monthly coaching clinics
- Community aspect for further integration & accountability
- Self-paced learning
- Lifetime access to the content



# WHAT WE'LL BE COVERING

## 01 INTRO REGENERATIVE BUSINESS HEALTH CHECK

Let's make sure we're starting well by doing a business health check, seeing where we are in the lifecycle of a business and where we might need to focus our attention to move forward.

## 02 BUILDING YOUR BRAND FRAMEWORK

We are going to create a powerful framework for you to get crystal clear about your desired business impact and how you make that happen.

## 03 YOUR MOST ALIGNED OFFERS

It is so important to assess what offers you have right now and where you might want to shift things around to give you more space, impact and freedom.

## 04 CREATING CONTENT THAT FEELS GOOD

It's time to decide how we want to show up, market, connect, call in and build a body of work that makes sense for us.

## 05 MAKING SENSE OF MONEY, PRICING & SELLING

No more burying our heads! We're going to confront pricing, selling and all the feels that come with making a business profitable and regenerative.

## 06 YOUR NEXT LEVEL OF BUSINESS OWNERSHIP

We don't stop here - you are going to identify what the next step is to help you move deeper into business ownership.

Outline



# HOW IT WORKS



## SELF-STUDY

Once you're signed up you'll get immediate access to the programme to begin at own pace and in your own time. Each video and accompanying workbook walks you through the content for the month and what you need to do to extract the most out of the programme.



## HOMEWORK

Once you have completed the workbook for the month, you are encouraged to submit it via email by the week before the coaching clinic so I can see how you are feeling. This also gives me an opportunity to prepare for the coaching clinics and make the most out of the time.



## PEER ACCOUNTABILITY

You will have the opportunity to meet with each other in a regular programme only space. I'll be providing some prompts for you each week so you can share and support each other.



## COACHING CLINIC

Twice a month I will host a coaching clinic where we will unpack the content you are working through, spot coach your particular questions and dive deeper into your specific issues and ideas.

# HERE'S HOW YOU AND I WILL WORK TOGETHER TO MAKE THIS HAPPEN:

## THE SYSTEM:

- ✓ **Expert recorded monthly training.** Over four glorious months you get to swot up on the course material each month on your own time, at your own pace. These videos are practical and punchy, build on each other every month and won't suck up all your time.
- ✓ **Reflective and practical workbooks** will accompany each training video to help you move from inspiration to action and implementation - mapping out the next move for you to deepen your business impact. NO FLUFF - solid, actionable content.

## THE SUPPORT:

- ✓ **Two Monthly Coaching Clinics with Mel** - these powerful sessions are your time to have your questions answered, get coached on where you're feeling stuck and be supported in your next brave move. You'll have my full attention on these calls for anything that's coming up as you move through the content.

## THE COMMUNITY:

- ✓ **Community Space** - even more magic happens when you join in with the others in the programme to discuss the content, reflect, share, ask questions and have accountability in your implementation.



# WHAT HAVE PREVIOUS STUDENTS SAID?



*Sarah said...* ”

I joined Mel's programme for the community and connection and it has given me so much more. As well as strengthening my business by working through the course materials, I've evolved and feel confident about my offerings. Ultimately it has been a really safe space to share, learn and grow.



”

*Emily said...*

Mel's programme has given me space and encouragement to reimagine my business on my own terms. The videos and workbooks guided me to create a brand framework and strategy that I will return to again and again as my business evolves. The group was supportive and challenging when I needed it and Mel's feedback was invaluable!

# WHAT HAVE PREVIOUS STUDENTS SAID?



*Louise said... ”*

'Business Therapy' is how I describe Mel's Brand Builder Programme! Working with Mel and an amazing group of supportive women has confirmed to me that we can't do the hard stuff alone; we were never supposed to. Being part of this programme has taken the loneliness out of running my business and helped with my fear around money. The content, including practical tools and workbooks will serve me through my business lifetime. I'm standing more fully in my power.



*Olivia said... ”*

This programme with Mel has been an absolute game changer for me and my business. Being surrounded and supported by a group of amazing women - setting up space to do the hard work and confront our potential. It has absolutely cut through the white noise (and rubbish outdated patriarchal business advice out there), setting me up to pursue a person-honouring regenerative business model. I now feel so much more confident in the brand I am building, the content I am producing and the impact the business has.

## THE REQUIREMENTS

- ✓ You have a service/product that sells.
- ✓ You don't want to hustle, want a slower, more sustainable way to do business.
- ✓ You are in it for the long game.
- ✓ Have an existing engaged audience of at least 50 people on social media or email.

The above criteria is in place to ensure you have the foundations in place to make the most of the programme.

## HOW MUCH DOES IT COST?

£600

OR X4 MONTHLY PAYMENTS OF £150

[CLICK HERE TO BUY NOW](#)

We also have a 'Love It or Leave It' Guarantee.

Our plan is for you to love the Brand Builder and want to stay for the full four months. However, if you join and it doesn't feel like the right fit, you can leave after your initial 30 day kick-off period and we'll part as friends.

## OK SO HOW DO I JOIN THE BRAND BUILDER??

If we've already spoken and you're ready to go, simply click the link above and I'll get you set up!

If we've not yet spoken, schedule a 20 minute Strategy Session where we'll apply the Brand Builder Framework to your business and check this is the right next step for you.

# QUESTIONS?

Hopefully this has given you all the details you need to help you decide if the Brand Builder Course is right for you.

But if you do have any questions, you can always send them over to me on [hello@melwiggins.com](mailto:hello@melwiggins.com) and I'm more than happy to answer them.

*Mel xo*