REINFORCED BUILD */

Yeah, you're ready. When the funds are there I recommend building an extension

Brand Growth Blueprint Planner

A forward-looking planning sheet to help you scale your strong visual identity into consistent, branded growth across channels.

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Section 1: Define Your Growth Goals

Objective: Translate your brand strength into action through visibility, credibility, and conversion.

- What do you want to increase in the next 6–12 months?
  ☐ Traffic ☐ Followers ☐ Email subs ☐ Qualified leads
  ☐ Sales ☐ Brand recognition ☐ Community engagement
- Prioritize your top 2:
  1. _____
  2. _____

Section 2: Choose a Long-Term Content Format

Objective: Establish a scalable vehicle for telling your brand story over time.

Pick one (or more) and note your brand-visual opportunities:

Format Type	Visual Branding Ideas
Video Series	Branded intros/outros, colors, lower thirds
Blog Series	Featured images, post templates, tone voice
Podcast	Cover art, audiograms, host persona design
Email Series	Header graphics, consistent format
Social Threads	Custom visuals, brand POV captions

Format(s) to start: _____

Section 3: Systemize Your Visual Consistency

Objective: Ensure every content touchpoint reflects your strongest branding.

☐ Create Canva (or Figma) templates for your content format
☐ Develop a standard visual intro for video or email
☐ Batch-create reusable social post formats
☐ Assign colors/typography to story types or series
☐ Keep all final exports in a shared “Branded Assets” folder

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Section 4: Audience Connection Strategy

Objective: Align visuals with emotional goals.

- What feeling should your brand visuals *consistently* trigger?
  ☐ Empowerment ☐ Trust ☐ Curiosity ☐ Aspiration
  ☐ Belonging ☐ Urgency ☐ Rebellion ☐ Playfulness
  ☐ Other: _____
- What kind of story or transformation does your audience want to *see* in your brand?

_____

Section 5: Growth Blueprint Launch Map

Use this table to track your next 60 days:

Week	Action Item	Owner	Complete?
1	Choose content format and goal		☐
2	Build 1 template		☐
3	Publish 1 branded piece		☐
4	Gather data (likes, clicks, reach, etc.)		☐
5–6	Optimize + post next iteration		☐
7–8	Add story layer (e.g., client voice, origin)		☐
9–10	Repurpose across platform(s)		☐

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