



*Quick Wins
for Business
Owners Ready
to Stand Out*

Boost Your Brand in 5 Days

Small shifts,
big impact —
let's level up
your brand
together.

pilchermedia.com



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Hey there! I'm so excited you're here.

This challenge is all about helping you make simple, powerful changes that will instantly level up your brand.

In just 5 days, you'll:

- Gain **clarity** on your brand's voice and visuals
- Make small but mighty improvements to your website + social media
- Feel more confident and ready to show up consistently

Let's dive in!

Your new friend in business success,
Laura Pilcher, MBA



DAY 1

Clarify Your Brand Voice

Why It Matters

Your brand voice is *how you* communicate with your audience — in words, tone, and energy. It's what makes people feel connected to you, trust you, and want to work with you.

Think about your brand as a **personality**. *Is it bold and confident? Calm and professional? Fun and quirky?*

When your voice is consistent, people know what to expect from you — whether they're reading your website, social media posts, or emails.

STEP 1: Choose 3 Core Words for Your Brand Voice

Ask yourself:

How do I want people to feel when they interact with my brand?

Circle or write down 3 words from the list below (*or come up with your own!*).

- Friendly
- Confident
- Supportive
- Professional
- Bold
- Creative
- Calm
- Direct
- Playful
- Strategic
- Approachable
- Luxurious
- Fun
- Serious
- Inspiring



STEP 2: Brand Voice Examples

Let's look at **how different brand voices sound**.

Friendly + Supportive + Creative

"Let's build something beautiful together — no stress, just good vibes and great design."

Confident + Bold + Strategic

"Your brand should stop the scroll. I'll help you make sure it does."

Professional + Calm + Approachable

"I help growing businesses create brands they feel proud to share — with design that works and guidance you can trust."

STEP 3: Write Your Own Brand Voice Statement

Now, fill in the blanks to start shaping your own voice:

My brand voice is **[word]**, **[word]**, and **[word]**. When people experience my brand, I want them to feel **[emotion]** and take **[action]**.

Example:

My brand voice is **friendly**, **creative**, and **strategic**.

When people experience my brand, I want them to feel **supported** and take confident **action**.



STEP 4: Try It Out!

Write one sentence or social post using your brand voice.

- Imagine introducing yourself or your business online.

Example:

"Hey! I'm Laura, and I'm here to help you create a brand that feels right and works hard — with creativity, clarity, and a whole lot of support."

Your Turn:

Write a short intro sentence or post about your business using your 3 brand voice words: (**Pro Tip:** Use these words to guide everything — your website text, your emails, your social media posts. When you show up with the same energy every time, people feel like they know you.)

Need Help Bringing It All Together?

Grab my **Brand Builder in a Box** — with templates, prompts, and everything you need to make your brand voice shine online.

👉 See the last page for more details.



DAY 2

Polish Your Visual Identity

Why It Matters

Your visuals — colors, fonts, and imagery — are often the **first impression** people get of your brand. The more **consistent** and **intentional** they are, the more trust you build.

Think of your favorite brands. They likely have:

- Recognizable colors
- A certain look and feel in everything they share
- Consistent fonts and image styles

Good visuals = instant credibility.

STEP 1: Choose Your Brand Colors

Start with 2-3 colors that represent the vibe of your brand:

- **Primary Color:** The main color you'll use (for headers, backgrounds, accents).
- **Accent Color(s):** One or two secondary colors that complement the primary.

Need Help Picking? Try these tools:

- [colors.co](https://www.colors.co) (generate color palettes)
- [colorhunt.co](https://www.colorhunt.co) (pre-made trendy palettes)

Color Psychology Quick Guide:

- **Blue** = Trust, Calm, Professional
- **Green** = Growth, Health, Balance
- **Pink** = Playful, Feminine, Creative
- **Black** = Luxury, Power, Elegance
- **Yellow** = Happiness, Optimism, Energy



STEP 2: Choose Your Fonts

Pick **1-2 fonts** for your brand:

- **Header Font:** Bold or stylish for attention.
- **Body Font:** Easy to read.

Font Pairing Example:

- **Header Font:** Montserrat
- **Body Font:** Open Sans

Both are free on [Google Fonts](#).

STEP 3: Mood Board Inspiration

Create a simple mood board using **Pinterest** or **Canva**.

Pin or save images that reflect:

- Your brand's vibe
- Colors you love
- Fonts or designs that inspire you

Example:

Imagine you want a **calm, supportive, creative** vibe:

You might pick **soft blues**, *elegant serif fonts*, and **clean, minimal layouts**.



STEP 4: Action Time!

- Save your brand colors + fonts in a note or design file.
- Update your **Instagram bio**, **email signature**, or **Canva templates** to match.
- **BONUS:** Create 1 branded graphic (use Canva) with your new colors and font!



DAY 3

Make Your Website Work for You

Why This Matters

Your website is your **online storefront**. It should clearly show:

- Who you help
- What you do
- How they can take action

When this is clear, visitors stay longer and are more likely **to contact or buy from you**.

STEP 1: Review Your Homepage Headline

Ask yourself:

- **Is it clear who I help?**
- **Does it explain the result I offer?**
- **Is it easy to read?**

Headline Template:

"I help **[WHO]** achieve **[RESULT]** with **[HOW]**."

Examples:

- "I help busy entrepreneurs build beautiful, lead-generating websites in just one week."
- "Helping small businesses grow with creative design and smart strategy."
- "Custom branding for business owners who are ready to stand out and scale up."



STEP 2: Call-to-Action (CTA)

Make sure your homepage has **one clear action** for visitors:

- Book a call
- Download your freebie
- Shop your product

CTA Examples:

- "Let's build your brand → Book a Free Call"
- "Grab Your Free Brand Boost Workbook Now"
- "Launch Your Website Fast → Learn More"

STEP 3: Action Time!

- ✓ Rewrite your homepage headline using the template.
- ✓ Add or update a CTA button that stands out.
- ✓ BONUS: Test your website on mobile — does everything look clear?



DAY 4

Social Media That Reflects YOU

Why This Matters

Your social media is where people **discover**, **connect**, and **decide** if they like your brand. Let's make sure it feels like **you** and builds **trust**.

STEP 1: Define Your 3 Go-To Content Topics

What do you love to talk about? What does your audience need?

Ideas:

- Behind-the-scenes of your business
- Tips or advice in your niche
- Client success stories
- Your personal journey or values
- Product or service features

Example Topics:

- "My favorite branding tools"
- "3 ways to get more leads from your website"
- "Why I started my business and what I've learned"



STEP 2: Look at What Works

Scroll through your past posts:

- Which ones got the most likes, comments, or shares?
- What tone or format did you use (video, graphic, text)?

STEP 3: Action Time!

✓ Create ONE post using your new **brand voice + visual style**.

Post Idea Template:

- Start with a relatable question or bold statement.
- Share a quick tip, story, or value.
- End with a question or CTA.

Example Post:

"Feeling stuck with your brand? You're not alone. I've helped dozens of small businesses go from 'blah' to 'brilliant' — and it starts with clarity. Need a quick win? Drop a 🌟 if you want my free Brand Boost guide!"



DAY 5

Bring It All Together

Why This Matters

Consistency across your **voice**, **visuals**, **website**, and **socials** makes your brand strong. People feel like they know you — and they trust you.

STEP 1: Write Your Brand Statement

Let's pull everything you've learned together.

Brand Statement Template:

I help **[WHO]** do **[WHAT]** through **[HOW]**, so they can **[RESULT]**.

Examples:

- "I help creative entrepreneurs build brands that look amazing and attract clients, through strategic design and personal support."
- "I help small businesses grow their online presence with lead-generating websites and custom branding that feels right."

STEP 2: Check Your Brand Consistency

- ✓ My brand voice feels clear and authentic
- ✓ My colors + fonts are consistent
- ✓ My website headline + CTA are strong
- ✓ My social media reflects my brand style
- ✓ I feel more confident about showing up!



What's Next?

You've laid the foundation — now let's take it further.

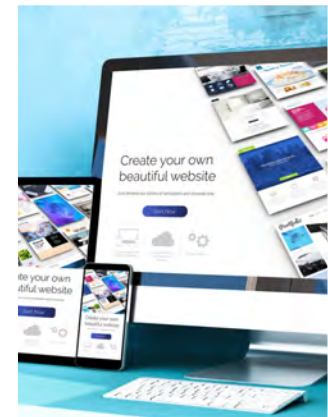


👉 **Need templates + tools to turn your ideas into a real, professional brand?**

Grab my **Brand Builder in a Box** — everything you need to build your brand, *fast*.



👉 **Ready for a website that brings in leads? Book a 1-Week Website Intensive with me — let's launch something amazing together.**



Thank You! You've done something *powerful* — and I'm here if you're ready for the next step.

Tag me **@pilchermedia** with your *wins*! Schedule a quick 30-minute phone meeting with me to discuss how we can help grow your brand.