



BRAND PILLARS

A Workbook!

You've gone on Airbnb. You've found yourself a treehouse in the forest.

You can see from the photos, It's got a shabby chic exterior, looks a lil hippy looking, but inside is a chic double bed, with an amazing throw & pillows; it looks super comfy.

There is a bedside table with a silver tray holding flowers from the forest, & a nice local bottle of wine.

There is incense burning, & a candle lit in the corner.

This treehouse feels homely.

This treehouse is your niche, it's your biz. This is your offering; it's what you're helping your dream audience with

Now how do you get to the treehouse?

You can't just jump up to it.

You can't fly.

You can't climb the tree next-door & jump over.

You need a ladder.

Something that's trustworthy, to get you from where you're currently at to where you want to be.

Think of each step on that ladder as a pillar. A pillar of your brand.

Without those steps you're never going to feel safe enough, you're never going to trust the journey to get to the tree house. You're never going to feel the love because why would someone forget such an important aspect.

The steps are your pillars, your **BRAND**.
The tree house is your niche, your **BIZ**.



NICHE



hoistika

GOOD

VIBES

ONLY



PILLARS

Your brand pillars help you out in so many ways.

They are a great way to segregate your content for social media. It makes it easier for you to think of ideas for content, & most importantly builds that connection with your brand, by bringing in other aspects that are important to you & your dream audience.

Another example is like I have done in my membership, all my content comes under my brand pillars. It's easier for me to split up different posts, videos, collaborations & trainings. It's also easier for my audience to digest my content.



SO, YOU KNOW YOUR NICHE IS

WHAT ELSE DOES YOUR BRAND ENCOMPASS?

WHAT ELSE RELATES TO YOUR NICHE THAT YOU WISH TO SHARE?

WHAT VALUES/FEELINGS/HOBBIES/BELIEFS DO YOU WISH TO SHARE?

Here's some examples -

Fitness

Nutrition, mindset, healthy living, smoothies, family, Fitness, motivation, empowerment, group working out, yoga, dance

Nutrition

Fitness, mindset, health facts, wellness, juicing, diet, lifestyle changes, vegan, weight gain, bloating, disease

Yachting consultancy

Recruitment, high levels of service, attention to detail, stewardessing, new builds, training

Tablescapes

Creativity, hand made, silver service, colour, affordable finds, luxury, minimalism, neutrals,

Mindset

Coach, positivity, confidence, morning routine, inspiration, balance, meditation, travel,

Social media

Storytelling, content, branding, motivation, tips, creativity, reels,

Have a question about discovering your brand pillars?
Ask us in the Sisterhood Private Lounge in our FORUM :)

Love Michelle x

