



Your Jurisdiction To Rise

## PERSONAL BRAND CONSULTANCY

# Clarity. Visibility. You.

A consultancy that starts from where it has to — inside you. Your values, your truth, your way of showing up. Then, and only then, the world.

I help accomplished professionals discover who they truly are — and become visible as that person in the rooms, relationships, and opportunities that actually matter to them.

— The Upure promise

### THIS IS FOR YOU IF

You are already accomplished — but invisible outside your close circle

Your expertise is real. The right people simply don't know you exist yet.

You want to be known — but not as a performance

You have no interest in becoming someone else. You want your real self to be what draws people in.

You sense your impact could be much larger — but you don't know how to structure it

You have the vision. You need the clarity, the strategy, and trusted partner to build it with

# 01

## Clarity

WEEKS 1 - 2

We uncover your values, inner motives, and the emotional signature of your brand. Who you truly are becomes the foundation of everything.

# 02

## Strategy

WEEKS 2 - 3

We map your ideal audience, identify where they gather, and build a 12-month visibility plan tailored entirely to your world — online or off.

# 03

## Visibility

ONGOING RETAINER

Monthly sessions, real opportunities, introductions, and refinement as your brand grows into its full scale.

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|---|---|--|------------------------------|
| <h1>The Clarity Sprint</h1>   |   |  | 3 sessions, fixed investment |
| <p><b>Session 01</b><br/>WHO ARE YOU REALLY?</p> <p>Deep listening. Your story, your patterns, what lights you up and what you avoid. No advice yet — only understanding.thing.</p> | <p><b>Session 02</b><br/>WHAT DO YOU STAND FOR?</p> <p>Values, inner motives, and the composite figure — the assembled ideal self you already carry inside you.</p> | <p><b>Session 03</b><br/>WOW WILL YOU SHOW UP?</p> <p>We refine your brand foundation until it feels completely true. Then your first real step into visibility.</p> |                              |

### YOU WALK AWAY WITH

|  |  |
|--|--|
| <p><b>Brand Foundation Document</b></p> <p>Your values, voice, positioning, and emotional signature — written in your words, refined together.ment</p> | <p><b>Positioning Statement</b></p> <p>One sentence that captures who you help, how, and why — clear enough why people come to you to use in any room.</p> |
| <p><b>Visibility Starting Map</b></p> <p>Your values, voice, positioning, and emotional signature — written in your words, refined together.ment</p>   | <p><b>Your first action</b></p> <p>One concrete step to take before we meet again. Small, true, and entirely yours to own.</p>                             |

### HOW IT BEGINS?

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|---|---|---|
| <p>1<br/>DISCOVERY CONVERSATION</p> <p>30 minutes. Free. We meet, we talk, we both decide if this is the right fit.</p> | <p>2<br/>THE CLARITY SPRINT</p> <p>3 sessions. Fixed investment. The foundation of everything that follows.</p> | <p>3<br/>ONGOING PARTNERSHIP</p> <p>Monthly retainer. 6-month minimum. We build your visibility together, step by step.</p> |
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## WHAT MAKES UPURE DIFFERENT

- We start inside, not outside

Every agency starts with the logo, the profile, the content. We start with you — your values, your truth, your authentic motives. The visible brand is a consequence of that clarity.

- You build it with us — not receive it from us

You will never be handed conclusions you didn't participate in reaching. Every insight emerges through conversation. You own it because you found it yourself.

- Platform agnostic — your visibility, your way

Platform agnostic — your visibility, your way Instagram, LinkedIn, speaking, writing, private communities, mentoring — we find the path that fits your world, not a template that fits everyone's.

“Everything we deeply admire in others already exists in us — waiting for permission to emerge.”

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For questions or inquiries to talk about other topics, let me know and I go in depth

Ksenia Efrimidi

uPure Strategic Brand Architect

uPure

[ksenia@upure.space](mailto:ksenia@upure.space)