
BECOME THE BRAND:

A Boss Bae Guide to Owning Your Identity



Exclusive

TABLE OF CONTENTS

1. **WELCOME NOTE**
2. **WHAT IS BRANDING?**
3. **DEFINE YOUR BRAND IDENTITY**
4. **BRANDING PROMPTS/ VISION WORK**
5. **VISUAL IDENTITY**
6. **SOCIAL MEDIA STATER KIT**
7. **CONFIDENCE IS PART OF YOUR BRAND**
8. **MY NEXT BOSS MOVES**
9. **THANK YOU NOTE**



HEY BOSS BAE

We are so proud of you for taking the first step in showing up for yourself and your brand.

This guide is here to help you lay the foundation for a brand that feels aligned, authentic, and unforgettable. Whether you're just starting out or ready to finally get serious about your vision, this is your space to dream, plan, and take action.

Inside, you'll find simple prompts and exercises that will help you get clear on who you are, who you serve, and how to confidently express that through your brand. Take your time, stay open, and remember: your brand is your power. With love & hustle,

Luc & Fer



WHAT IS BRANDING?

Branding is more than just a logo. It's how people feel when they interact with your business. It's your voice, your colors, your style, your energy.

Your Brand = Your Identity

It communicates who you are, what you do, and why you do it.

Think of it this way:

YOUR LOGO IS YOUR OUTFIT.

YOUR BRAND IS YOUR WHOLE VIBE.



A STRONG BRAND HELPS YOU:

1. Stand out in a crowded market.
2. Attract dream clients who align with your values.
3. Build confidence and clarity in your business.
4. Create consistency across your content.



LET'S GET CLEAR ON WHO YOU ARE AND WHAT YOU OFFER.


Who is your dream client?

What do you offer them?

List your product(s), service(s), or transformation(s).

How do you want people to feel when they experience your brand?

BRAND IDENTITY CHECKLIST

- ☐ I know who I serve
- ☐ I know what I offer 
- ☐ I have 3 words to describe my brand

BRANDING PROMPTS:

WHAT ARE 3 WORDS THAT DESCRIBE YOUR BRAND?



1.

2.

3.

WHAT MAKES YOUR BRAND UNIQUE?

BRAND MOOD BOARD:

Cut + paste images or describe colors, textures, photos that match your brand vibe.



LET'S TALK VISUALS, BABE.

*YOUR BRAND SHOULD LOOK LIKE YOU !
FROM YOUR FONTS TO YOUR COLOR
PALETTE TO YOUR LOGO.*

Keep it consistent across:

- ▶ Social Media
- ▶ Website
- ▶ Business Cards
- ▶ Flyers
- ▶ Emails
- ▶ Packaging (if any)



Tips

- ▶ Use 2–3 fonts max
- ▶ Stick to 3–5 brand colors
- ▶ Use your logo in a clean, visible way
- ▶ Reuse your designs in Canva templates

SOCIAL MEDIA STATER KIT

Start Showing up with Intention!

IG BIO Formula:

[What you do] + [Who you help] + [CTA]

Example:

Helping boss babes brand themselves with confidence






 | Book below ↓



BOSS BAE POST IDEAS:

- Share your story:
Why did you start?
- Behind the scenes of
your biz
- Branding tips or
lessons
- Client testimonials &
results
- "Day in the life" or
glow-up journey

HIGHLIGHT COVERS:

-  Services
-  Testimonials
-  Tips
-  Behind the Scenes
-  About

Confidence is Part of Your Brand

CONFIDENCE IS MAGNETIC. WHEN
YOU BELIEVE IN YOUR BRAND, OTHERS
WILL TOO.

BOSS BAE MINDSET:

- You are allowed to start messy
- Your story is your power
- You don't need to be perfect, you need to be real

AFFIRMATIONS TO REPEAT:

- I am the face of a powerful brand
- I attract aligned clients with ease
- My brand speaks for me even when I'm silent



MY NEXT BOSS MOVES

LET'S TURN ENERGY INTO ACTION. LIST 3 THINGS YOU'LL DO THIS MONTH FOR YOUR BRAND:

1.

2.

3.



READY FOR A GLOW UP?

Your branding is more than just pretty visuals. It's your first impression, your energy, and your presence.

THANK YOU FOR READING!

YOU'RE ONE STEP CLOSER TO SHOWING UP LIKE
THE BOSS YOU ARE

We're so proud of you for investing in your brand. Whether you're just getting started or already showing up online, remember: **you are the face of your brand, and you deserve to shine.**

If you're ready to take your brand to the next level with professional visuals, personalized coaching, and a brand that truly reflects YOU...

It's time for the Boss Bae Package.

This exclusive experience includes: A complete branding kit (logo, colors, fonts & vibe), A lifestyle photo shoot with a professional photographer, 1:1 coaching to help you show up with clarity & confidence and A custom eBook to guide your branding journey. Book Your Initial Consultation Today!.



with Love



LUZ MIRANDA
CREATIVE DIRECTOR/CEO
PALMERA MEDIA
@PALMERA.MEDIA



FERNANDA OCHOA
PHOTOGRAPHER/CEO
LIVELY FRAMED PHOTOGRAPHY
@LIVELYFRAMED_PHOTOGRAPHY