

A Brand Guide To Unbland Your Brand

MINLING CHUANG



You know those people and brands that have something special about them...that special “It” Factor.

They are the ones that stand out.

They are the ones that command attention.

They are the ones everyone is talking about.

They are the ones that people want to buy from, without question.

How would you feel if you were that “it” brand?

It would feel pretty freaking awesome right?

And it’s within reach, if you know how.

The truth is those people and brands aren’t more special than you.

They just know a little secret that I am going to share with you in this guide.

But first, who am I and what do I know about branding?

I’m Minling, Brand Soul Activator & Mentor for Impact Driven Entrepreneurs.

I’ve been in branding and marketing for a long time, over 10 years.

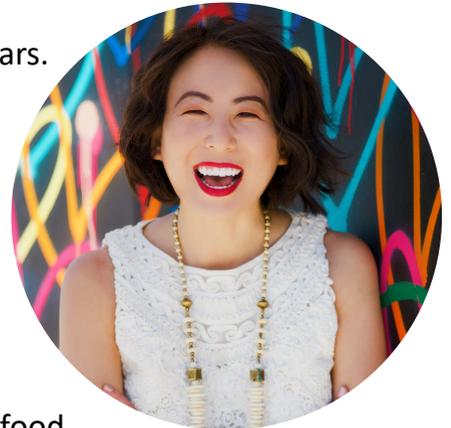
And not all of it as an entrepreneur.

Before I became an entrepreneur, I worked on billion dollar brands such as Nestle Toll House, Lean Cuisine, Toyota, UBM, and Sumitomo.

I even **launched a \$54 million dollar product** for Lean Cuisine that **won Product of the Year**. No easy feat because the frozen food market was highly competitive and to win this award took a lot of branding and marketing strategy to accomplish.

Since then, I’ve **launched my own 6 figure business, created a second 6 figure business** with my business partner, and created a **third agency that generated \$60K in 6 months**.

I’ve worked with industry leading millionaire coaches, such as Jenn Scalia, Luisa Zhou, and Laura Wright to create new brand messaging for their businesses, which helped them each of them grow their businesses to the next level.





Winning Product of the Year
For Lean Cuisine

I've also worked with new entrepreneurs to launch their brand and as a result of our work together, they have landed their first clients, made their first \$5k months and more.

My Mission is to energize pure potential within each person we touch, one brand at a time.

And that's the reason I'm so passionate about sharing with you the secret to becoming an "It" Brand.



Why create an It Brand?

Creating an It Brand allows you to **charge premium prices**.

▶ **Think of Nike.** They are able to command higher prices than a no name brand or even other brands because they have built an "it" brand.

▶ **Think of Disney.** They constantly have people buying their products, going to their theme parks, watching their movies because they have built an "it" brand.

▶ **Think of Apple.** They have lines around the corner whenever they have a new product they launch and people want to be the first to buy.

An It Brand builds a loyal fan base that will **buy anything you sell**, even at premium prices. People love the brand so much that price becomes irrelevant.

It Brands are able to command a higher price!

It Brand vs. Regular Brand

But all brands are not created equal.

It Brands have something special and a **fiercely loyal fan base** that will buy on the spot because they know in their hearts this is what they want.

A regular brand are brands people recognize, but don't have that fierce loyalty of an It Brand. Instead, people will still price compare or "think about it" when deciding whether or not to purchase.

Which type of brand would you rather have, An It Brand or A Regular Brand?

If you said an It Brand, you are in the right place.

It Brands build a fiercely loyal fan base!

#1 Mistake To Becoming An It Brand

A brand is NOT a logo or website.

This may be shocking, but the #1 mistake I see new entrepreneurs make is they think they are "branding" by hiring a graphic designer to make a logo or a website designer to design a website for them.

While visual branding is part of branding, it is NOT a brand.

This goes against the grain of what other "branding experts" say, but that's what makes me different. I'm willing to share the truth of what it takes to be successful, even if it's not a popular stance.

I've also been in the trenches at billion dollar companies and as an entrepreneur and I know what works to be successful.

Bottomline is, you could have the best-looking website, but still not have an It Brand or even a business that generates income.

And you don't want that to happen right?

An It Brand has a special quality or it factor about the brand that makes people want to buy on the spot. So it takes MORE than a logo or website for people to buy.

Don't be fooled into thinking a logo or website will help you create a brand.

The truth is, branding has many pieces that need to work together.

There's not enough space in this guide to go in depth into everything about branding, but the important thing for you to know is that branding is about influencing perception, especially how people FEEL about your brand.



of purchases are made based on emotion.

We all buy from a subconscious, emotional level. Big brands know this and work to create this emotional bond between you and their brand.

Why do you think Nike aligns themselves with some of the top athletes in the world like Michael Jordon, LeBron James, Serena Williams and more?

It's because they want to make you feel like you can be a great athlete like your idols and in turn buy their products.

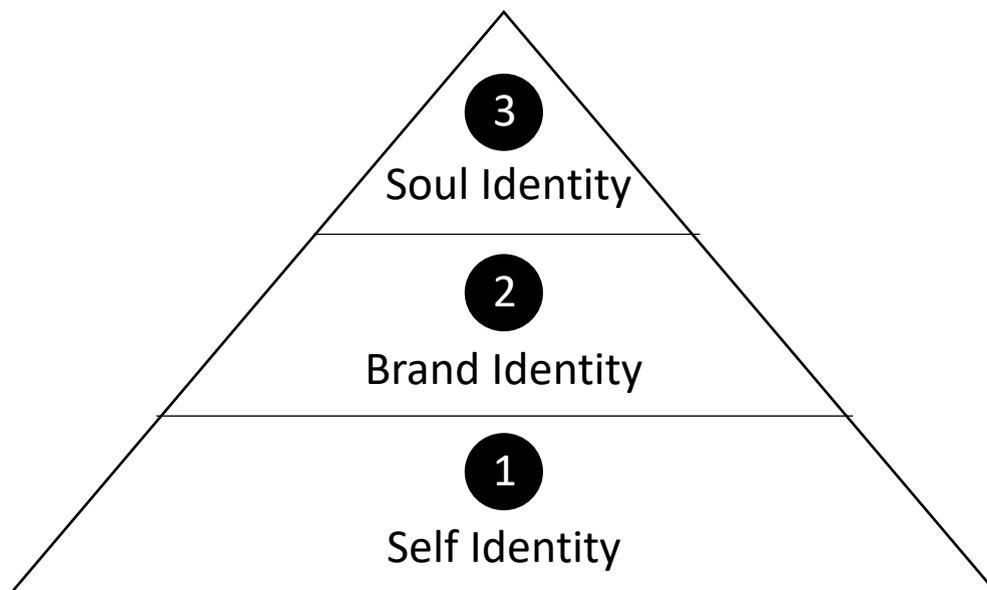
To create a fierce loyalty customer base, you have to create a strong emotional bond and connection with your brand and your fans and customers.

Without this strong emotional bond and connection, you'll be seen as just another regular brand, nothing special.

Understanding the importance of creating an emotional bond with your customers will put you ahead of many of your competitors who still think a brand is a logo or website.

Becoming An It Brand

To become an It Brand, there are 3 levels to master. This is what I like to call my Brand Revolution Method™ To Becoming An It Brand.



Each level is quite extensive to master and too much to cover all in one guide. But I am sharing some of the critical points you need to understand to become the It Brand you desire.

Self Identity

This level of self identity is all about ***purpose, alignment, and mindset.***

You might be thinking, why are we talking about self identity first when this guide is around branding.

The reality is, unless you have a strong foundation of self identity to build your brand on, your brand will sink before you can even get it off the ground.

I've seen so many entrepreneurs, myself included, fail to do one or all of the pieces within self identity properly and end up with a failed launch, brand, or business.

It Starts Here...

To build a strong emotional connection with your fans and customers, **it starts with having a clear purpose, vision, mission and values.**

And when I'm talking about purpose, I'm not talking about your own why. Many coaches out there teach people to find their big why. And often, people's why are personal – wanting to provide for their family, wanting to go on vacation, etc.

Although it's great to have a personal why, it's not a purpose.

A purpose is something GREATER than you.

It's the reason you do what you do.

It's the reason your company exists.

It's what your brand is becoming and stepping into.

One of my favorite brands, Toms, did an extraordinary job with this when they first started. Their original purpose was to provide shoes for children in Argentina who needed shoes. They set up their company to be able to donate one pair of shoes for every pair of shoes purchased.

And because their purpose was bigger than their own personal goal or purpose, they grew quickly. Customers connected emotionally to their message and wanted to support their business. They built a loyal fan and customer base that LOVE their brand, buy from them consistently, and spread their message.

I'm an example of their loyal fan base because I talk about them all the time and even own 9 pairs of Toms shoes. The reason why was their purpose...what they are here to do.

*"People don't buy what you do, they buy why you do it."
- Simon Sinek*

It Brands know they need **people to "buy in" or "rally behind" their why and purpose.** This is what separates them from a regular brand.

Their purpose is so strong that people can feel it and connect emotionally with them.

And this is the reason It Brands take the time to create a strong purpose, vision, mission, and values.

1 *Build your strong why and purpose that is greater than you.*

2 *Then create the vision, mission, and values of your brand.*

This exercise is not trivial, but rather crucial to the success of your company.

For me and my company, I know that we are here to positively shift humanity. To ignite happiness and joy within humanity and everyday life. To energize pure potential within each person we touch, one brand at a time. That's our purpose, vision, and mission.

We exist because we know the world in need of serious healing, whether it be physical, emotional, mental, spiritual, or financial. People need to know there's another way to happiness and joy.

It's not only about the money anymore, it's about the impact we create on this planet. And your talents and skills are crucial for the world to heal and become a vibrant, happy, joyful place.

The Other Two Crucial Steps Are...

Alignment and Mindset.

First, let's talk about alignment.

Being in alignment is critical for you to build trust between you and your customers.

Without trust, people won't buy.

But being in alignment goes beyond the messaging and visuals of your brand.

You must also ***be energetically in alignment*** as well in order to attract customers and make money.

Again, people buy subconsciously. Energy also plays a crucial role in the subconscious reasons people buying.

Whether you know it or not, energetically, **you are putting out certain vibrations and those vibes either attract or repel potential clients.**

That's why some people and brands come off as charismatic, magnetic, or charming, the ones you want to be around or buy from, while other people or brands come off as untrustworthy and you are not interested in being around those brands let alone buy from them.

Think about brands or people you love and dislike. Why did you love or dislike them? Most likely, it was based on the energy of the brand or person.

The same is true for other people.

People can subconsciously feel your energy and the energy of your brand. Part of your job with branding is to be in energetic alignment.

Energetic Alignment Matters

For starters, you must be in energetic alignment with your message and strategies.

One of the mistakes I see new entrepreneurs make is creating messaging that's similar to other successful entrepreneurs or copying another entrepreneur's strategies in hopes that it will help them become successful.

Now, I don't mean that this is done intentionally. But when we see other people's success, we naturally want to follow the same path or do the same thing that brought someone else success. I was even guilty of this when I first started because I wanted to be like my mentors who had a seven figure business.

But doing this will limit your success. You are not your mentors. ***You are your own person and brand.***

Part of the process of self identity is ***identifying what you want your brand to become, what your brilliance is, and what your unique message is.***

Then you can create strategies and marketing that is in alignment (or feels good) to you.

My Mistake...

There were many times when I felt like I had to follow my mentor's advice to the T. But internally, it didn't feel 100% true to me. Instead of following my intuition and inner guidance, I did it my mentor's way and it didn't work.

It's not that their strategy was wrong. It just wasn't right for me, at least not at that time.

This is why it's so important to tune into your own intuition on what's right for your brand after receiving guidance or the strategy. Not every strategy will work for you or your brand.

You have to be in 100% alignment in the strategy for the strategy to work.

I made this mistake and don't want you to make it as well!

Remember, everything is energy!

And being in alignment can change over time. Even for a large brand, the messaging can shift. As you grow, your brand grows along with it.

In fact, **your brand must evolve** over time or else it can become obsolete.

Just look at former big brands that went bankrupt or are close to bankruptcy.

Sears and Blockbusters are two former big brands that are out of business or close to it. The problem with their brands is that they didn't evolve their self identity as a brand over time and were stuck in doing business how they've always done business.

As a result, other competitors like Amazon and Netflix swooped in and overtook these brands leadership position by catering to the changing audience desires and creating new opportunities for expansion.

Staying ahead of the curve and knowing that brand evolution is necessary for continued success is also why million dollar coaches and consulting agencies come to me when their messaging no longer is in alignment to where they want to go. They know they must evolve to stay successful in business.

Staying where you are now brings you one step closer to failure!

For me personally, my brand has gone through multiple iterations of my brand as well. As I've grown, my company's purpose, vision, and mission has grown with me. Which means that my message, products, and services have changed over time to be in alignment with the evolution of my business.

Being in alignment and being aware of when you are not are both crucial for growth and success. And that's why doing the self identity work is the foundation of your business and it's important to master the Brand Revolution Method™.

Next, let's talk about mindset.

Mindset is your belief.

Everything happening in your life is a reflection of your beliefs, whether you know it or not. The majority of your beliefs (and everyone else's beliefs) are created on a subconscious level and influence how you show up, how you act, and the decisions you make on a daily basis.

Because beliefs are happening at the subconscious level and are formed over time, being aware of your limiting beliefs as well as minding your mindset is critical for success.

Beliefs show up in the form of results (or lack of results) in your business.

For example...

- ▶ If you subconsciously have a belief you are not going to be successful or you have doubts if things are going to work or that you are not good enough, then what shows up is no money and clients.
- ▶ If you are scared that you won't make money and afraid of investing, then the prospective clients you attract will mirror your fear of investing and not invest in you.
- ▶ If you are unsure about your prices or you are not confident in your offers providing enough value, then your lack of confidence will show up on your sales calls and no one will buy because they are not confident you will help them achieve the results they desire.

My point is, your beliefs will show up in everything you do.

The good news is you can shift your beliefs!

You can rewire your beliefs by creating new beliefs about yourself. These aren't just positive affirmations you say once or twice. It has to be integrated into your body as new codes of truths so that you become the new version of you.

There's a process for this I teach my clients that is a bit too long to explain here, but the **one of the keys to integrating the new beliefs into your body as codes of truth is to FEEL the new beliefs in your body** as you say the new beliefs out loud and start acting as if the beliefs have already happened in your life.

Really...How Important Is Self Identity?

When I first started my business, I was shy and afraid of putting myself out there. I knew a lot about branding and marketing because of my years of experience working on large brands, but I was used to being in the background doing the work, not in the spotlight. I never had to be the face of a brand until I became an entrepreneur.

Even though I felt this way, I knew I had to do photoshoots for my brand and put myself out there more. And let me tell you, that first shoot, I felt awkward af!

What do I do with my hands?

How do I pose?

Am I standing correctly?

Gosh...I don't feel beautiful right now.

All those thoughts popped into my head.

I tried to make the most of it and have fun on the outside. But internally, I still felt like the shy, awkward girl from high school with glasses and braces.

It took a lot of internal work to finally own my beauty and believe that I was a goddess on camera. But with daily work and over time, I got more comfortable on camera as I kept on breaking my old self identity and stepping into a new one.

In 2018, I finally fully embodied the goddess I believe I was and because my confidence in my beauty was at an all time high, it really showed in my photo.

You can see the transformation below from my first awkward photoshoot in 2014 to my shoot in 2018 where I fully owned my beauty.



Even though I shared a story and photo of my transformation for illustration purposes, self identity goes beyond the visuals.

Getting to the core of your purpose, vision, mission, and values...

Being energetically aligned...

Upgrading your mindset...

...are what needs to happen for you to create the foundations of your It Brand.

Spend time on your self identity before moving onto the second level, Brand Identity.

Brand Identity

This level of brand identity is about creating a brand that supports your self identity.

Brand identity is what people see, feel, and hear.

From the messaging copy to the visuals, the brand identity helps to shape the perception of your brand.

Within brand identity, you want to **start by focusing on messaging resonance**.

Messaging resonance means creating a message that deeply speaks to your ideal dream customers heart and soul.

It also means identifying their deep emotional pain or desire.

Like I mentioned before, people purchase based on emotion on a subconscious level.

Speaking to the emotions of your ideal customers will separate your brand from your competitors because they will relate to you on a deeper level and build a deeper bond.

The deeper bond with your ideal customers turns them from potential customers to actual fans who not only fall in love with your brand but also buy from you over and over again.

That's why It Brands spend so much time understanding the deep emotional pain points or desires of their audience.

You want to find these **emotional insights (pain points or desires) for your ideal customers** because it's the key to creating fiercely loyal fans and shifting from a regular brand to an It Brand.

Note, in most cases with an online coaching business, the emotional insight is centered around emotional pain points because most coaches are helping their customers heal on some level (physical, emotional, mental, spiritual, financial, etc.).

To illustrate this, let's talk about how the emotional insights helped brands like Lean Cuisine and Toms.

My \$54 Million Launch For Lean Cuisine...

When I was working on Lean Cuisine, I was put in charge of launching a new line of product that steamed in a bag vs. the traditional microwaveable tray. We were creating a completely different product and had to understand our customers and their pain points.

During our research, we found that most of our customers, ate Lean Cuisine during lunch because our products made it convenient to take to work. However, very few customers ate Lean Cuisine at dinner, unless they had to because they had no other option.

We found this to be an interesting insight, so we dug deeper on why this was the case.

What we found was the reason why they didn't eat Lean Cuisine or many frozen food products at dinner was because eating out of a microwaveable tray made them feel bad about themselves, like they weren't "taking care of themselves."

When we heard this, we found the deep emotional pain.

The steam bags weren't just another healthy option. Because of the way the bags were designed, it allowed them to steam their food in the microwave and then put it on a plate to enjoy.

The feedback we got from our customers during our market research was that they felt like they had a proper dinner by needing to plate the food after steaming it in the microwave and as a result, they felt like were "taking care of themselves" when using this product.

Understanding this emotional insight and positioning the product around the emotional insight was the reason why the product was successful, made \$54 million in the first year, and won Product of the Year.



A Story About Toms...

With Toms, the founder of the company, Blake Mycoskie, was visiting Argentina when met kids at various villages too poor to buy shoes and were walking around barefoot all day. During his trip, he came up with the idea of using his experience and love of business and entrepreneurship to help these kids receive shoes. From day one, he wanted to solve a problem of kids not having shoes with a company that was able to give back and the One for One model was born. For every pair of shoes purchased, another pair would be given to a child in need.

He saw a real need in this world and went out to solve it. That need also touched the heart strings of his friends and family when he first told him about the idea. He knew he was on the right track when they all wanted to purchase his first batch of shoes. And he was right. Retailers who first sold his shoes felt this emotional desire to help the cause and soon his customers also joined his mission and became loyal fans, advocates, and his best customers.

Toms tapped into was this emotional desire of a customer base who want to make a difference and support social causes and companies who are socially conscious. When Toms first started, very few (if any) companies had this type of model for their business so they immediately stood out from competitors.

Because their audience was craving to support more social causes, many fans became brand advocates and rallied their support for the brand, spread their message and purchase multiple pairs of shoes.

As a result of their success and rapid growth, Toms became the poster It Brand for social good type of companies.

What's The Point?

In both cases, the messaging connected to the deep emotional insight (pain or desire) of the audiences of each brand.

Tapping into the emotion is the secret to creating messaging resonance between your brand and your ideal dream customers.

You want to understand what moves your audience to take action. Once you do, they will buy and become loyal followers and brand advocates.

Just focusing out pain points doesn't work. Because not all pain points are going to inspire people to take action. And not all pain points or desires are going to inspire people to advocate or rally behind your brand.

You have to know the emotional insights because these are trigger points for making your ideal customers feel like you get them and inspire them to want to buy from you.

Once you know the emotional insights, you are then able to create strong messages and posts that resonate deep to the souls of your ideal customers. When you do this right, you'll be a brand your ideal customers want to follow, hear from, and buy from.

Because I know how to uncover to the deep emotional pain points and desires of people, I have been able to successfully land new clients and help my clients do the same with their business. This is the reason my business and my client's businesses are successful.



"Minling is amazing at helping you define your branding message."

Once I defined my message and what my business is all about, it boosted my confidence and improved my mindset. I signed on 7 clients in a month which never happened to me before. I attribute this to the rebranding of my business which Minling helped me do. I highly recommend working with Minling to any entrepreneur who feels "stuck".

- Brooke Strauss-Dobi

Your message resonance is the starting point of brand identity because ***your message is what connects people to you.***

And only after you have the deep understanding of your audiences' emotional insights and create messaging specifically that speaks to that emotional insight, should you begin to work on your visual identity.

Why?

Because your message is be the cornerstone of your brand. And your visuals brand identity need to support the message to be cohesive.

Take a look at Nike. Everything they do is centered around their message of striving for greatness and their belief that "If you have a body, you are an athlete". They are clear on their message so all of their visual brand identity supports the idea of greatness. From the athletes they feature to the images on their ads, they inspire people to be great.

Most entrepreneurs do this backwards. They start with the visual brand identity, hire a designer to do the visuals, and then hire a separate copywriter to write their copy...all before getting clear on their message. Then they wonder why they can't make sales when they launch their website.

Again, a website is not a brand. You must have deep emotional resonance with your ideal customers first.

I see entrepreneurs make this mistake time and time again. And I don't want you to make the same mistake.

Let's Talk Visuals

There are many pieces to visual branding, too many to touch upon in this guide, but the most important thing to know is that **your visual brand needs to reflect a feeling.**

- 1 Focus on how you want your audience to FEEL when they are around your brand.
- 2 Determine what visual cues you want to include in your brand to give off that feeling or vibe.

For example, with my brand, I wanted to convey the feeling of vibrancy. You'll almost always see me smiling and laughing in my photos. And the colors for my brand are bright to reflect this vibrancy feeling as well.

Why vibrancy?

It's because my vision is to ignite happiness and joy within humanity and everyday life. And part of my message is to energize the pure potential, pure light, pure energy in each person so they shine bright, stand out, and become the It Brand.

For me to be on brand, my brand has to reflect this same level of happiness and vibrancy.

These are subtle details and cues that are important to identify when creating your visual brand identity so that your audience can feel your energy.

But before I was able to determine my visual brand identity, I first had to be clear on my self identity, and my brand message.

Although tempting to start with your brand visuals, you'll be able to create a stronger brand when you know the direction you want to take your brand first. And it'll help you build the cohesive brand that is seen as an It Brand.

Spend time on getting clear on your messaging and brand identity before moving to the next level of soul identity.

Soul Identity

This level of soul identity is about **bringing your brand to life** and fully embodying your brand.

It Brands, even billion dollar brands, know that embodying their brand is the key to success because brands that fully integrate their self and brand identity into every facet of their brands create a powerful brand experience and build a loyal fan and customer base.

While brands that fail to do this, end up sending mixed signals because it causes people to question the authenticity of the brand and people to distrust of the brand.

The Magic of Disney

Take a look at Disney.

Disney embodies magic on a daily basis. From the messages on their ads, to the images in their photos, to the experience at Disneyland and Disney World, they 100% embody the feeling of magic.

Magic is their soul identity.

If you go to Disneyland or Disney World, they are committed to bring the feeling of magic to life in every facet of the theme park. The costumes, the details on the rides, the merchandise, the shows, everything goes back to creating a magical experience for the guest.

They don't only do it once, they do it over and over again, day in and day out. And that's why they are an It Brand and can charge premium prices.

***Embodiment requires total commitment.
You have to BE your brand at all times.***

How Committed Do You Have To Be?

Let's talk about another one of my favorite brands, Drybar.

Drybar is a salon that focuses on blowouts for women. They don't do any hair cuts or color, only blowouts. This was a revolutionary concept when they first started because normal hair salons did it all.

They committed to doing one thing and one thing really well. And their main goal was to women feel happy and beautiful with perfectly blown out hair.

Their self identity was a blow out bar. And part of their brand identity featured a hair dryer for their logo, to reinforce the idea they only did blowouts.

Since their launch a few years ago, they have created a huge fan base of loyal followers who love the brand and visit their salons for blowouts multiple times per week.

How were they able to accomplish this?

By knowing who they are (self identity), creating their brand messaging and visual brand identity around their self identity, and living their brand every day through their posts on social media, videos they produce, products they release and more (soul identity).

The soul of their brand is being the fun, cheeky bff who likes to have a good time. Because they know their soul identity, their products and content reflects their personality all the time.

Their entire experience is cohesive, from the cheeky videos and posts on social media, to the visuals of their website, to the "cocktail" inspired names for the blowouts, and the drink inspired hair products, their customers can feel the soul of their brand at all touchpoints.

And this is what makes people fall in love with their brand and makes them the It Brand of their industry. The customers who are loyal to the brand love the brand's soul because Drybar is consistent with the way they show up in the market. This builds trust, love, and affinity for the brand.

Other blowout brands have not been able to emulate the success or the cult following of Drybar. This is because Drybar is very clear on integrating the 3 levels (self identity, brand identity, and soul identity) into their brand.

What Does This Mean For Your Brand?

For an online coaching business, you also have to identify the right soul identity for your brand.

How does your brand show up on a day to day basis?

Once you identify the soul of your brand, you have to live it, be it, create it daily.

The soul of a brand is more than the words on a page or the visuals on a website. It includes how you show up in posts, videos, pictures, interviews, etc.

Doing this right is what helps you become an It Brand people love and separates you from your competitors. It creates deep connection your Fame-dom so to speak.

When you embody your brand and show up fully, people want to work with you because they see the real you. You aren't pretending to be something you are not. They fall in love with your brand because they like your energy and want to be around you.

There's this energy, spark, vibe, magnetism, it factor that people will feel and resonate with. This is what prompts your audience reach out to you to say how much you inspire them, or how much they love you, or inquire about working with you.

Knowing my soul identity and being it, living it daily is how I've been able to book new clients who just found out about me a few days before into my high level programs and services.

In the online coaching industry, people crave realness. They don't want you to pretend to be what your not. They want to get to know YOU.

But being and living your brand is not always easy because it takes more than one post, newsletter, video, image.

First, it takes total commitment from you to being your brand at all times because the reality of the digital age is that people are always watching what you do, say and how you show up.

That's why it's makes it so much more important to have soul identity aligned with who you really are because there's no room for being someone you aren't. Being someone you aren't won't last long and your audience can tell when you are not authentic or in alignment with your true voice.

The second piece of soul identity is OWNING YOUR VOICE and message on a deep level. You have to be 100% confident in what you share to build your authority and trust with your audience.

Both pieces take a lot of internal work because often times owning your voice and showing up daily is easier said than done.

Limiting beliefs, self confidence issues, doubts can creep up.

And when the limiting beliefs, self confidence, doubts come in, what usually happens is people shrink and become less visible or they try to mask it by being someone they aren't.

My Own Limiting Beliefs

My limiting beliefs, self doubt, and confidence issues definitely was present when I first started my own entrepreneurial journey.

I was not comfortable on camera.
I was not comfortable with sharing my story.
I was not comfortable being me.

As a result, when I first started my brand, I tried to create and be this quirky persona. I can be funny and quirky, but that was not truly who I was. I did it because I thought people would like me more.

In reality...

I was afraid to be judged.
I was afraid to show my imperfections.
I didn't feel good enough.

So I masked my feelings of inadequacies behind my happy quirky online persona.

It took me a long time to start to write from a place of truth and my soul.

It took me time to be able to show up authentically and stop pretending.

It took me time to own my own power, beauty, voice, and purpose.

But to be the leader I know I was meant to be...

I had to do the deep inner work to find my soul.

I had to break down these barriers and limiting beliefs.

I had to show up as my true self.

After I did this deep work, more people reached out to me saying how inspired they were by my story or that their words spoke to their soul. More people contacted me to work with me, even when they just found out about me.

Each Brand Has A Different Soul Identity

Yours is not the same as mine and mine is not the same as the next person.

We have our own way to communicate our message and inspire others. But the key is to find your soul identity that is true to you.

Because when you do, you are able to relate to your audience on a deeper soul level.

Meet Luisa

**"Minling helped me get such intense clarity on my branding
-- I only wish I'd found her sooner!"**

When I reached out to Minling, I was already doing very well in my business but not connecting as deeply to the hearts of my customers as I wanted to. I knew I had an incredibly powerful story to share but was having trouble verbalizing it despite speaking with several friends and mentors. After just 2 hours together, I FINALLY had the language I'd been searching for, and after sharing it with even just a handful of people, I knew that I had found my magic -- repeatedly, I heard "this spoke to my soul," "I just got goosebumps...", " etc.

- Luisa Zhou
(7 figure Business Coach)

The graphic also features a video thumbnail showing two women smiling, with a play button icon in the center.

Part of the work in to uncover your soul identity begins with your purpose.

- 1 What is it that you are here on this planet to do or teach?
- 2 Then look at your stories and what you've done that supports what you are creating. What was your journey? What truths did you uncover along the way?

As I shared earlier, my purpose is to positively shift humanity and my mission is the energize pure potential within each person we touch, one brand at a time.

Part of my journey and stories I share, reflects my experiences to fully becoming and embracing my own brilliance and beauty from within.

I was this shy and awkward kid who never felt good enough.
I was always the one behind the scenes.

And I contrast it with the soul's purpose and identity of helping others own their brilliance and beauty within themselves and their brand so they can show up powerfully to serve and make a positive impact on humanity.

That's my purpose, journey, and souls calling.

It's my own evolution and my brand evolution.

And to get here, I had to go through the same levels of the Brand Revolution Method™ (self identity, brand identity, soul identity) work I shared with you in this guide.

Branding your business is a constant process of growing, shifting, and evolving.

You have to peel away the layers to find the core of who you are. Branding from this place is the most powerful ways to brand because it's your truest self expression. And your ideal customers will be able to feel this power and magnetism you possess when you are fully embodying your brand.

What's Next?

There's a lot that I covered in this guide and yet, this is only the tip of the iceberg to fully understanding and integrating the Brand Revolution Method™ into your brand.

To get the most value out of this guide...

FIRST go through each level and assess where you are in your business. Be honest and truthful in this assessment because the truth will only help make your brand stronger.

Self Identity: Do you have a strong purpose, vision, mission, and values? Are you in 100% alignment energetically? Do you have fears and doubts or is your mindset strong? If you have fears and doubts, what are they?

Brand Identity: Does your message resonate with your ideal dream customers? Do you know the emotional insight to your ideal customers pain points or desires? Do you know how you want your audience to feel when experiencing your brand?

Soul Identity: Are you fully embodying your brand? Do you own your truth and live your brand day in and day out? If not, what are the limiting beliefs and fears stopping you from fully becoming your brand?

THEN determine what you can fix and where you are stuck. You also want to do an honest assessment here as well.

Many entrepreneurs think they can do it all themselves. But this is where the trouble lies.

It's easy to think that we can do it all ourselves as entrepreneurs, but the truth is, **it slows down how quickly we can succeed.** And often we can waste more money by not doing things the right way because we waste so much time and money trying to DIY it.

Every person has their own unique talents and gifts. If yours is not branding, it's ok. But don't let it stop you from doing what you are meant to be doing, which is serving others and making a greater impact with your own brilliance.

ONCE you've mastered your brand and created the foundations for your It Brand, it's time to generate leads. No leads means no sales and no money. Knowing how to consistently generate leads for your business is critical to making money in your business. Your focus must shift to this if you want to have a successful, thriving business.

You Might Be Wondering...

How can I quantum leap my success to become an It Brand and consistently book clients and start making \$5k, \$10k, \$15k per month?

I Can Help You In 3 Ways:

1

Private 1:1 Mentorship

This is the highest level you can work with me directly and only a limited number of spots available each month. I work with you privately to help you remove your old self identity, create a new identity, build your brand messaging and strategy, and map out your “brilliance” ladder to generate new clients.

To qualify, you must be 100% ready and committed to take action and be 100% willing to invest the time, energy, and money necessary in your business to succeed. We are not playing around and if you are only dreaming of your business and not ready to move quickly, this is not for you.

2

Brand Revolution Immersion & Mastermind

This is a group mastermind with myself and a select community of other highly motivated and talented entrepreneurs. In the Brand Revolution Immersion Experience and 90 Day Mastermind, you’ll receive the support, guidance, and accountability to evolve your brand to It Brand status quickly.

To qualify, you must be 100% ready and committed to take action and be 100% willing to invest the time, energy, and money necessary in your business to succeed as well as be active participants in the mastermind community. We are here to help each brand rapidly transform so if you not seriously ready to play big in your business, this is not for you.

The level of commitment and support you’ll receive in the Private 1:1 Mentorship and Brand Revolution Immersion & Mastermind is unparalleled. Because of this, **we don’t accept everyone into the program.** It’s by application and invitation only. If you know in your heart that this is for you and you are 100% ready and committed, click the button to apply for a ***Complimentary Brand Revolution Session*** to speak to us.

BRAND REVOLUTION SESSION

Not quite ready to for Private 1:1 Coaching or the Brand Revolution Immersion & Mastermind?

It's ok. I have a third way I can help you to get started on the right path for your brand.

Brand Spark Guides

There are 21 guides that walk you through some of the most important fundamentals pieces of branding your business – from clarity on niche to positioning and finding your it factor to becoming a magnet for clients.

3

If you are just starting out and feeling a little lost on where to start, these guides will give that much needed spark for your brand and business. You'll be able to receive access to the guides right away and be able to start working through each right away.

The Brand Spark Guides available now for only \$47 (roughly \$2 per guide).

[BUY THE BRAND SPARK GUIDES](#)

Your Success Is Our Success!

We value being able to provide the best tools for our clients to succeed. That's why your success is our success as well.



"Minling is a Brand Genius."

When I was ready to up level my brand, she helped me get clarity on how to make the transition in a way that felt in alignment with the direction I was going in.

She not only helped me shift the language in my brand, but also developed an amazing tagline for my business that I am using as a staple in my marketing and positioning.

Jenn Scalia
(7 figure Visibility Strategist)

Meet Thuy

She booked \$7K in business and launched her membership program!

When Thuy first came to me, she was struggling to articulate her message in a way that people immediately understood and getting people to see the value in her work. And because her messaging wasn't clear, she resisted creating content for her business. After working together and unlocking her message, Thuy is now able to create content with ease (and in flow). She even closed \$7K in sales and launched her membership program.



"I just signed on 7 clients."

I just signed on 7 clients from the 5 day challenge I did two weeks ago. The challenge is what sold them on working with me.

The thing I am doing, which Minling showed me how to do, is I'm speaking very "brand authentic". I'm not even TRYING to be the brand anymore. I just am the brand. Minling helped me flip the switch to see what is brand aligned and I'm just sticking to that. Branding is the underlying thread that creates the magic that makes everything else work.

- Laura Wright

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"Minling helped me to find the core of my messaging and my brand for my business."

I decided to work with Minling because I had been working for months to get clear on my messaging and brand. I was so close but still not quite there. Minling helped me tap into why I originally started my business, who I wanted to help, and what I was most passionate about. I had strayed off my path a little and Minling helped me to find the core of my messaging and my brand for my business. Now, I can look at everything I put out into the world through the lens of my brand essence to make sure I am always on point. Minling's energy and optimism made this process easy and painless. I would absolutely recommend Minling if you're still skirting around your message and your brand and need a little support to tap into who you are and what you want to bring to the world.

Lacey Nager

Lacey TRIPLED her email list after getting her messaging right!



"Working with Minling totally took me and my new messaging by storm."

In just a few short moments she was able to absolutely convey my exact thoughts on where I had been wanting to take my new messaging, but just hadn't been able to pull it all out or together for that matter. She literally put into words all I had been trying to work on for months and almost years. And now that I have this new messaging, my entire life has literally changed. Not only for my clients but for me! I can live my message everyday and it's so powerful for all that embrace it too. I'm ecstatic for all the new things to come and that have already taken place with my new messaging! Thank you Minling! Love to you!

Tanika Mason



"Within days of creating an offer, I booked a client!"

I was unclear on which direction to take my brand to continue to create a strong foundation for my business. One of the key shifts that happened in my business was Minling's reframe around trying things on and seeing how they felt in my business. That really helped me shift into action rather than waiting until things felt "just right".

Within days of discussing creating an offer that I didn't think I'd be able to do, I booked a client! And we are both loving it! That win inspired me to make bolder steps and reap the results!

When I look back to my time with Minling I can see just how much changed in my business during our work together. It was a pivotal time in my business and without doubt the most valuable in my business in the year.

- Amy Biondini