



A Place for Passionate + Purpose Driven Salon Owners  
to Create an Awesome Biz + Brand + Life

# Brand Storytelling (2021) Workshop

# **Overview**

**Brand 101**

**Brand Storytelling 101**

**Where Brand Storytelling Applies To Your Business  
+ Leadership**

**Resources + Next Steps**



# Brand 101



# What is a brand?

**A brand is the entire experience, how folks feel when engaging with you, the value they place on engaging with you and the actions they take because of that feeling and the degree of loyalty they have to you.**

**Consistent word of mouth + referrals + retention + recall + loyalty + value are all signs you have created a brand.**





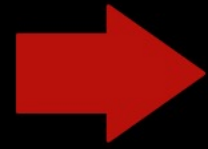
# What is brand identity?

**Brand identity is the look and feel of your brand. It helps communicate your brand story. This includes logos, colors, font styles, paint color, business cards, menu's, music, swag, style, and all that fun stuff!**

**Work with a professional graphic designer to create an identity that is aligned with your brand purpose, promise + people.**

**Design is NOT the story, it exists to help TELL the story.**





**brand identity**



**fonts**



**colors**



**logos**



**look**



**feel**

 **brand identity**

**PassionSquared.** 



A Place for Passionate + Purpose Driven Salon Owners  
to Create an Awesome Biz + Brand + Life

**the**  
**boundaries**  
**business**  
**brand**  
**course** 

# Why does brand clarity matter?

**Being clear on your brand helps you:**

**Make good decisions.**

**Create a culture aligned with your purpose + values.**

**Hire. Fire.**

**Become a more effective marketer, online and off.**

**Find YOUR people.**

**Retention of team and clients.**

**Create systems, agreements, policies.**

**Set healthy boundaries.**

**Become a more effective, awesome leader + storyteller.**

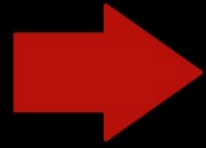


# Brand Storytelling 101



# **Brand** Storytelling Framework





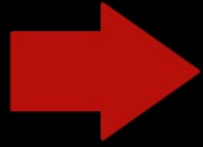
**brand purpose**

**What problems are you solving?**

**Why do you exist?**

**What are your values + beliefs?**





**brand promise**

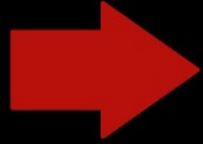
**How do you solve problems?**

**What does your experience look +  
feel like?**

**How do you want your clients/team  
members to feel + say about your  
brand?**







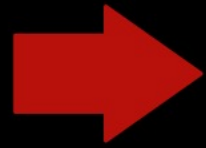
**brand people**

**Who are you solving problems for?**

**What do they value and believe?**

**What do they care about?**





**brand products/services**

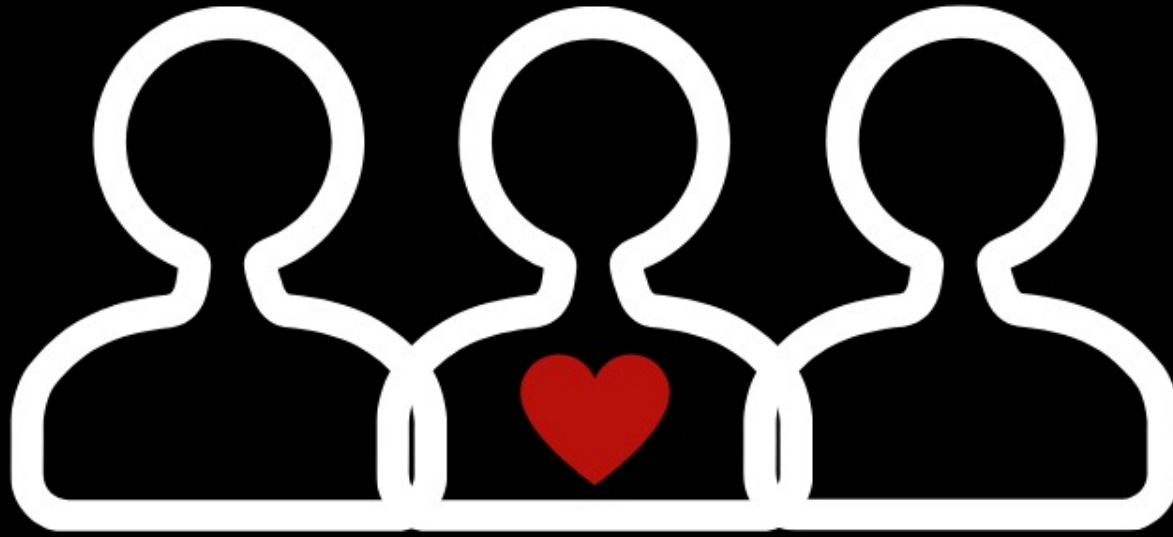
**What types of services align with  
your brand purpose, promise +  
people?**

**What types of products align with  
your brand purpose, promise +  
people?**



# **Where Brand Storytelling Applies To Your Business + Leadership**

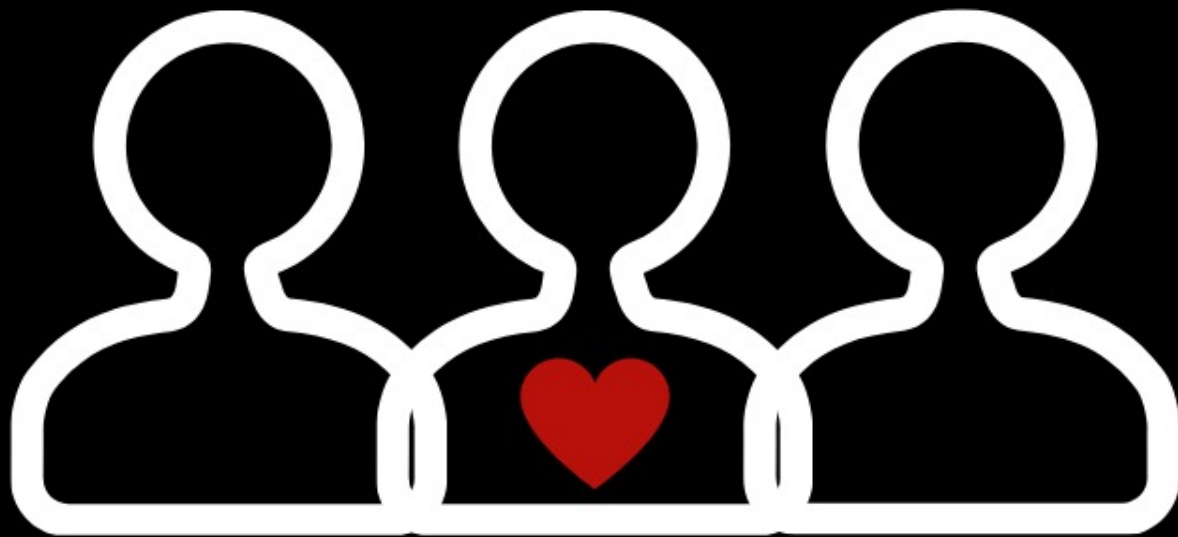




**the leaders role is:**

- to provide a clear vision of brand + culture**
- to create a safe space to nourish and grow people**
- to understand what the team values are, what matters to them**
- to encourage and facilitate healthy communication**
- to hold themselves and the team accountable to the brand purpose, promise, people, culture**

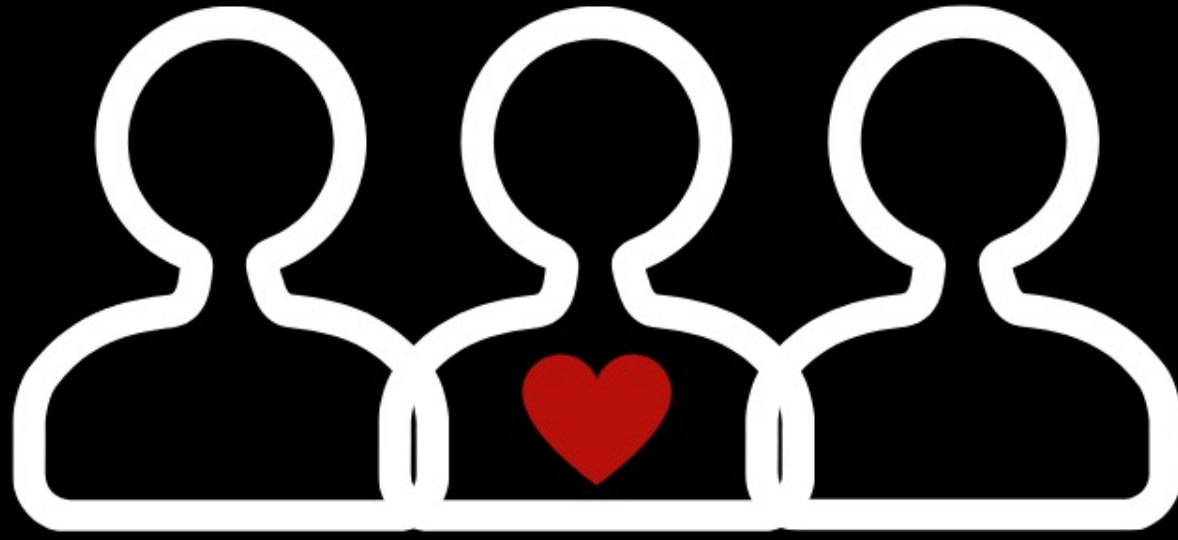




**Provide**

**If you are clear on your brand purpose, promise and people, you will be able to clearly communicate that with others.**

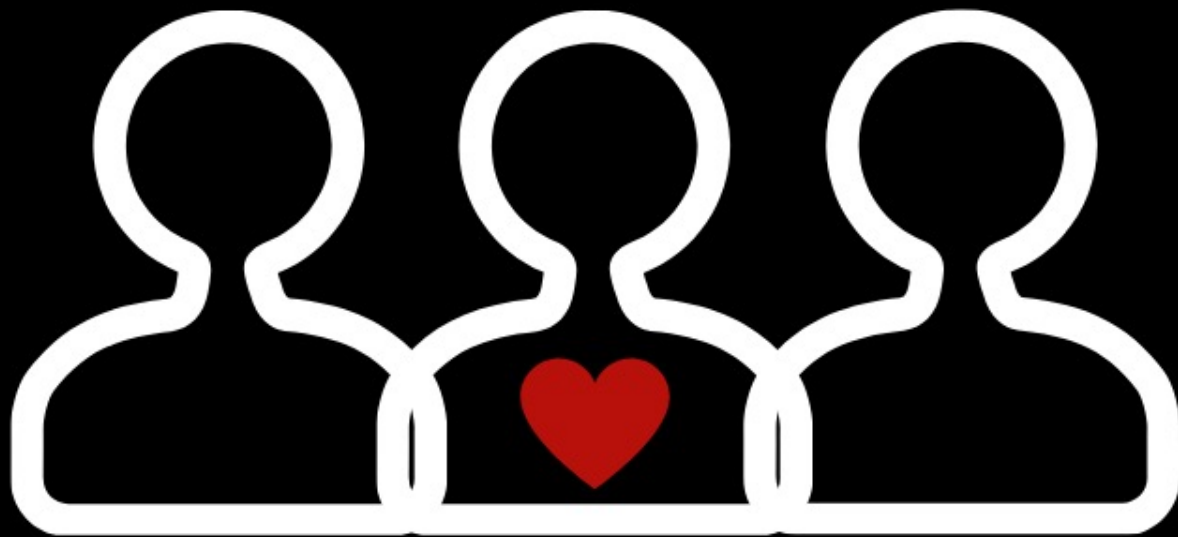




## **Create**

**If you create space to nurture and grow people along with clear guidelines on what that looks like, you will have deeper connection.**

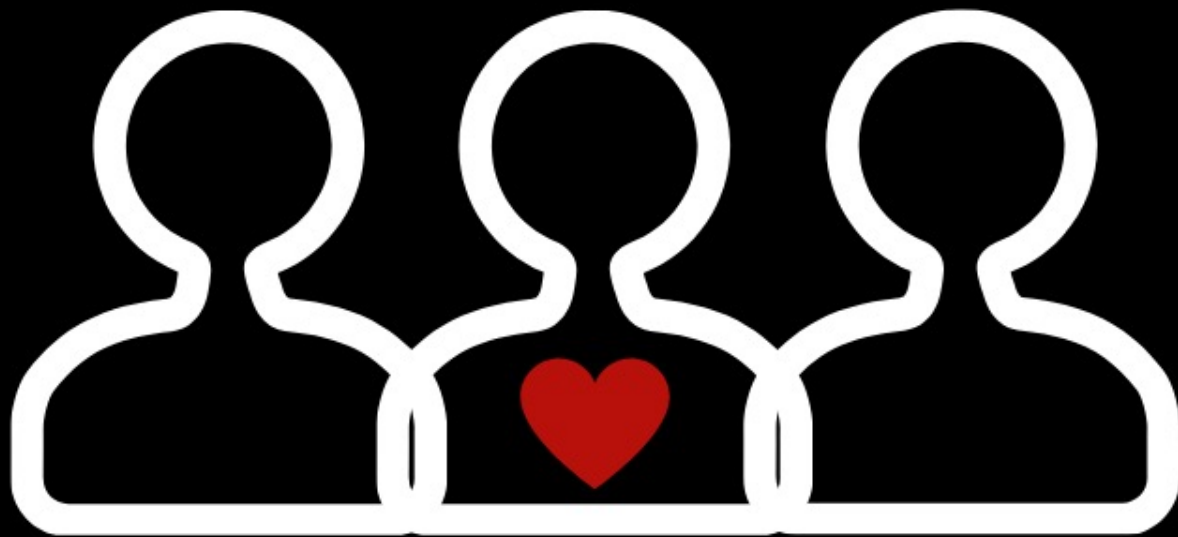




## **Understand**

**When you understand what others value, you not only affirm their presence and importance, you can coach, guide and lead more purposefully + receive more engagement.**



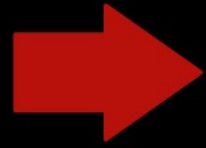


## **Hold**

**In order to hold others accountable, we must first ensure we are holding ourselves accountable with the promises we made. With clarity of brand + culture, and our own integrity, we then can coach, mentor and lead with accountability.**



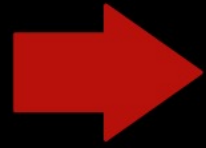




## **brand purpose example**

**One of the main elements of your brand purpose is to provide simple solutions to working folks who have limited time and budget to look + feel their best.**



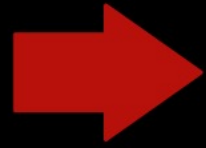


## **brand purpose example**

**Aligned solutions:**

**express color, cut, low maintenance styles,  
multi functional products, seamless online  
experience, clear agreements, multiple text  
confirmations, pre booking...**



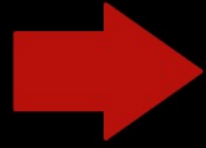


## **brand purpose example**

**NOT Aligned solutions:**

**no online presence, no online  
booking, no text confirmations, high  
maintenance color, cut, styles, high  
priced...**

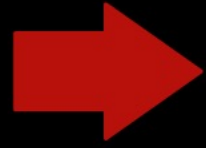




## **brand promise example**

**One of your brand promises is folks  
will always feel seen, heard and  
cared about both online and off.**





## **brand promise example**

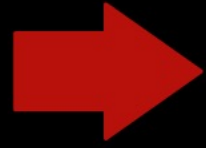
**Aligned action:**

**Be clear, kind and open to healthy conversations even when they are difficult to have.**

**Shared content that connects**

**Answer messages**





## **brand promise example**

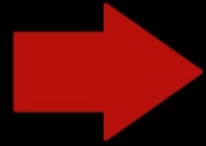
**NOT Aligned action:**

**Share memes teasing clients for their lack of understanding of how the salon business works**

**when things go sideways, take responsibility and initiate a conversation**

**do not engage in gossip with clients or team members**



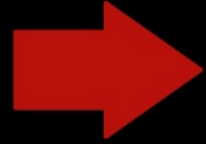


## **brand people example**

**Your main brand people are working folks who value looking and feeling good yet have limited time and budget.**

**They care about the environment, charitable giving and animals.**





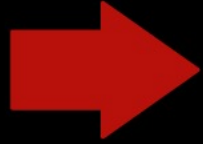
**brand people example**

**Aligned:**

**Stories about; time saving home, hair, life tips, budget hacks, eco conscious features of the salon, eco friendly products, random/relevant eco tips, giving back, animals, rescues....**





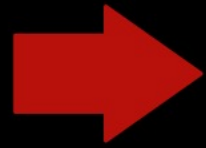


**brand people example**

**NOT Aligned:**

**Stories about 10 hour salon services, things that damage the environment/climate, hurting (eating) animals, high priced hair services, budget shaming**





## brand products/services example

One of the main elements of your **brand purpose** is to provide simple solutions to working folks who have limited time and budget to look + feel their best.

One of your **brand promises** is folks will always feel seen, heard and cared about both online and off.

Your main **brand people** are working folks who value looking and feeling good yet have limited time and budget. They care about the environment, charitable giving and animals.

## **brand products/services example**

**Aligned:**

**Express services**

**Low maintenance services**

**Budget minded services**

**Maintenance mini services**

**Multi/At The Same Time services**

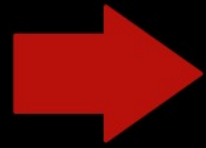
**Multi function products**

**Eco friendly products**

**Quick result products**

**Give back products**





**brand products/services example**

**NOT Aligned:**

**Long time commitment services**

**High maintenance services**

**"Toxic" services**

**Toxic products**

**High priced products**

**Inauthentic products**

**Trendy products**

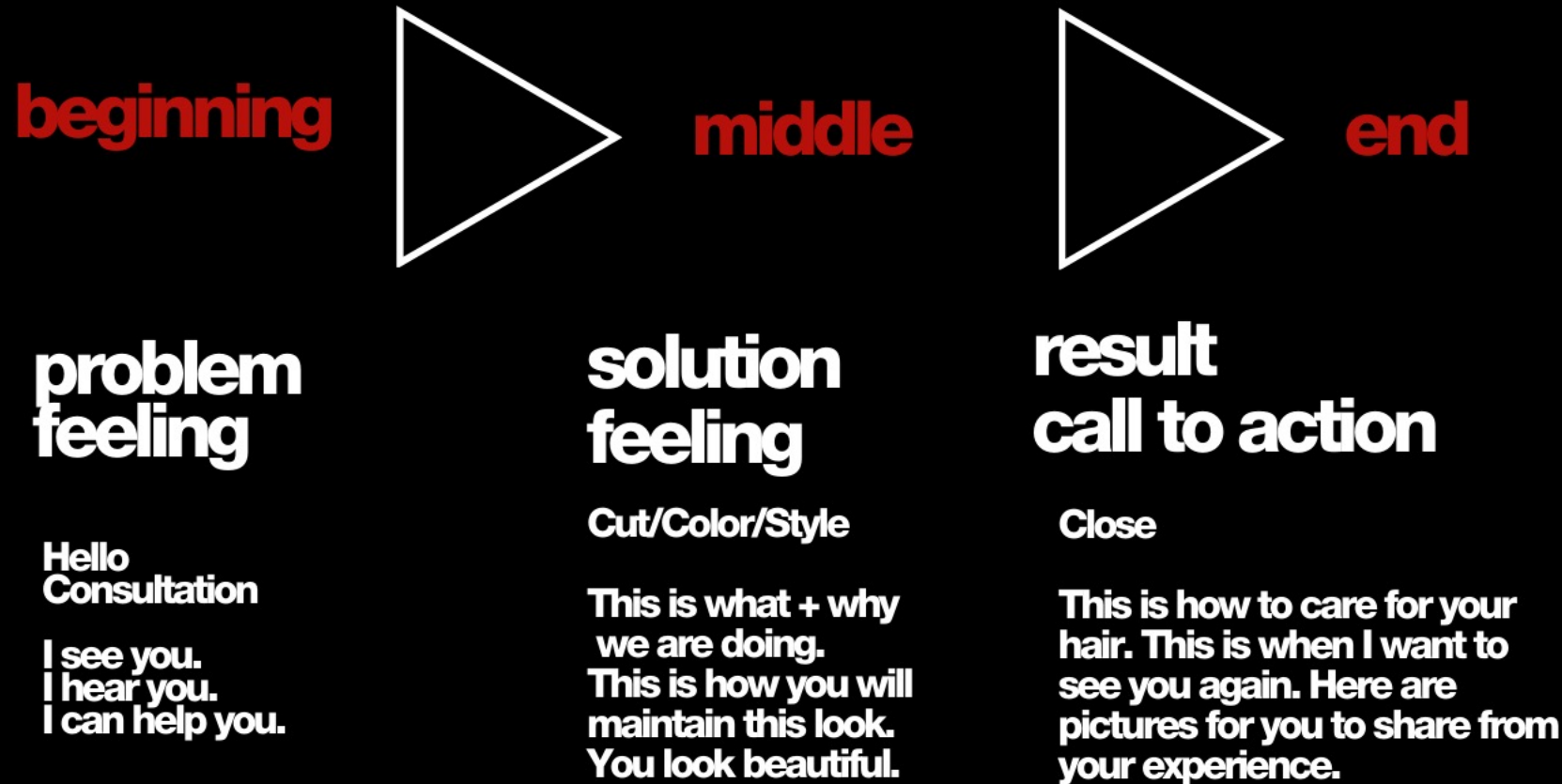




**Your Experience Is Your Brand,  
Online + Off**



# Structure of A Salon Experience



**Decor**

**Beverages + Snacks**

**Music**

**Dialogue**

**Menu's**

**Thank You Cards**

**Tools**

**Signage**

**Towels/Capes/Robes**

**Products**

**Promotions**

**Fashion**

**Partnerships + Affiliations**



# Employee Handbook Example





# PASSION SQUARED EMPLOYEE HANDBOOK



empowering people, passions and purpose.

## THE PASSION SQUARED BRAND

They say follow your heart to live your passion + purpose. But where are “they” when you are overwhelmed, over budget + over it? Life can be chaotic + beautiful, just like creative small businesses and the passionate humans like you that lead them. At Passion Squared, we go straight to the heart of the matter to help you find clarity. We help eliminate the confusion and chaos around how to create, build and grow your creative small business.

**Purpose-** empower the people we love by helping them make good decisions for their brand while eliminating confusion + overwhelm.

**Promise-** you will feel seen, heard, understood and loved. We will always be honest, kind, practice healthy boundaries and create a culture of trust.

**People-** we serve creative small business owners who are passionate about their insides as much as their outsides.

**"CLEAR IS KIND,  
UNCLEAR IS  
UNKIND"  
BRENE BROWN**

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# PASSION SQUARED EMPLOYEE HANDBOOK



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## PASSION SQUARED BRAND VALUES

**Trust-** We are committed to cultivating a culture of trust. When we trust each other, we can honor and celebrate the awesome stuff and navigate the tough stuff in a healthy, loving way.

**Communication-** Almost everything can be solved with healthy communication. At Passion Squared, we believe that strong communication begins with trust and is practiced through healthy boundaries.

**Relationships-** Without the relationships we have with each other and our clients, there is no business. We care deeply about you and our clients, and we work very hard to build trust and practice healthy communication as they are the foundations of strong relationships.

**"TRUST IS BUILT ON  
PROMISES KEPT."**

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# PASSION SQUARED EMPLOYEE HANDBOOK



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## THE HISTORY OF PASSION SQUARED

I could not go another day seeing creative small business owners suffer. I could not go another day witnessing short-term motivation, which almost always ended up in more confusion, chaos, and self-sabotaging. Let's be honest. Creative entrepreneurs typically do not have a strong business background; actually, most times you have NO business background. This, coupled with the real struggle of self worth, self-care and self esteem makes for a not so awesome journey. I've been there, I understand, and I have fought and gratefully won many of these battles you face. The answer was simple. With decades of business and life experience, I decided to create a safe space to empower the people I love, that's YOU! You have a gift and it's time for you to use it to create your own kind of awesome. This is my calling. This is my purpose. Passion Squared is here because I finally said YES to walk in my purpose and live an authentically awesome life and now I can help empower you to do the same. Love- Nina

**“THE PURPOSE OF LIFE IS NOT TO BE HAPPY. IT IS TO BE USEFUL, TO BE HONORABLE, TO BE COMPASSIONATE, TO HAVE IT MAKE SOME DIFFERENCE THAT YOU HAVE LIVED AND LIVED WELL.”— RALPH WALDO EMERSON**

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# PASSION SQUARED EMPLOYEE HANDBOOK



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## THE PASSION SQUARED EXPERIENCE

Our experience looks and feels like LOVE.

We are committed to creating an environment that feels good, safe and comforting.

This can be seen and felt by the way we communicate, the eye contact we use, our dialogue, our presence for our clients and each other.

We hug with consent. We listen, really listen, and listen with curiosity. We walk people to where they need to be. We answer questions promptly. We respond to messages, calls, emails, texts promptly.

We make it super easy to engage with us, online and off.

We are generous with our energy, and want you and our clients to feel how loved you are.

**"I'VE LEARNED THAT  
PEOPLE WILL  
FORGET WHAT YOU  
SAID, PEOPLE WILL  
FORGET WHAT YOU  
DID, BUT PEOPLE  
WILL NEVER  
FORGET HOW YOU  
MADE THEM FEEL."  
MAYA ANGELOU**

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# PASSION SQUARED EMPLOYEE HANDBOOK



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## THE PASSION SQUARED AGREEMENTS

We are committed to working on our insides  
as much as our outsides.

We practice healthy boundaries in all  
communications and situations.

We give each other permission to be human,  
and support each other in both the awesome  
times and tough times.

We believe that kindness and compassion is  
the foundation of connection.

We show up for each other no matter how we  
are feeling. We practice forgiveness and seek  
first to understand.

We know that trust is built on promises kept so  
we keep our promises and when we don't, we  
take responsibility and make adjustments.

We respect each others experiences +  
identities and understand that while they are  
different than ours, that does not mean they  
are not valid.

**"WHEN WE FAIL TO  
SET BOUNDARIES  
AND HOLD PEOPLE  
ACCOUNTABLE, WE  
FEEL USED AND  
MISTREATED. THIS  
IS WHY WE  
SOMETIMES  
ATTACK WHO THEY  
ARE, WHICH IS FAR  
MORE HURTFUL  
THAN ADDRESSING  
A BEHAVIOR OR A  
CHOICE."— BRENE  
BROWN**

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# PASSION SQUARED EMPLOYEE HANDBOOK



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## THE PASSION SQUARED AGREEMENTS

What our agreements look like in action.

Showing up on time.

Taking care of our own energy, and when we need help, we ask for it.

Not gossiping or being unkind.

Being honest and open with communication.

Handing issues when they appear.

Being open to coaching, redirection, adjustments including our required reading.

Gender affirming spaces, language, services + pricing.

Taking personal responsibility and not taking anything personally.

Holding each other accountable, with kindness.

**"WHEN WE FAIL TO SET BOUNDARIES AND HOLD PEOPLE ACCOUNTABLE, WE FEEL USED AND MISTREATED. THIS IS WHY WE SOMETIMES ATTACK WHO THEY ARE, WHICH IS FAR MORE HURTFUL THAN ADDRESSING A BEHAVIOR OR A CHOICE." BRENE BROWN**

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# PASSION SQUARED EMPLOYEE HANDBOOK



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## THE PASSION SQUARED AGREEMENTS

### Non Negotiables

We both create and capture experiences in order to build and deepen relationships to help us all grow. One way we do that is by creating and sharing content online.

We do not tolerate gossip.

We do not tolerate racism, homophobia, transphobia, misgendering, misogyny or gaslighting.

We do not tolerate being high at work.

We do not tolerate disrespectful behavior towards clients or each other.

We do not tolerate theft of any kind.

We do not tolerate broken boundaries, both internal and external.

**"WHEN WE FAIL TO SET BOUNDARIES AND HOLD PEOPLE ACCOUNTABLE, WE FEEL USED AND MISTREATED. THIS IS WHY WE SOMETIMES ATTACK WHO THEY ARE, WHICH IS FAR MORE HURTFUL THAN ADDRESSING A BEHAVIOR OR A CHOICE." BRENE BROWN**

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# PASSION SQUARED EMPLOYEE HANDBOOK



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## THE PASSION SQUARED AGREEMENTS

### Required Reading

- The Four Agreements
- My AwesomeAF Boundary Book
- Start With Why
- The Gifts of Imperfection

### Additional Resources

- The Dress Code Project
- Human Rights Campaign
- TEDTalk Coming To Terms With Racism's Inertia by Rachel Cargle

**"WHEN WE FAIL TO  
SET BOUNDARIES  
AND HOLD PEOPLE  
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CHOICE." BRENE  
BROWN**

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# PASSION SQUARED EMPLOYEE HANDBOOK



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## THE PASSION SQUARED AGREEMENTS

### Our Promise To You

We will practice what we preach.

We will be open to your feedback without retaliation.

We will practice healthy boundaries and non violent communication with you.

We will create a safe space for you to grow.

We will handle issues promptly.

We will always be honest and kind.

We will hold you, and ourselves, accountable to our agreements.

**“THREE THINGS YOU  
SHOULD NEVER  
BREAK: PROMISES,  
TRUST, AND  
SOMEONE’S  
HEART.”  
ANONYMOUS**

---

# PASSION SQUARED EMPLOYEE HANDBOOK



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## PASSION SQUARED TRAINING + COACHING

### How We Train

New Team Member Training  
Advanced Technical Training  
Healthy Boundary Training  
Racial Equity Training  
Gender Affirming Training  
Social Media Training  
Operations Training  
Offsite Training

### How We Coach

Monthly Team Gatherings  
Weekly One On One Check In's  
Quarterly Assessments

**“THE MORE THAT  
YOU READ, THE  
MORE THINGS YOU  
WILL KNOW. THE  
MORE THAT YOU  
LEARN, THE MORE  
PLACES YOU’LL GO.”  
DR. SEUSS**

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# TRAINING SYSTEM EXAMPLE



## SOCIAL MEDIA TRAINING

REQUIREMENT: ALL TEAM MEMBERS

Our social media training is a 4 week online course + 1 day of hands-on.

The training consists of:

- Social Media + Discovery 101
- Storytelling
- Content Creation + Consent
- Capturing Experiences
- Hashtags + Location Tags
- Stories
- Lighting + Photography

When you are hired, you will be given log in information to access the training. At that time we will also schedule your hands on training. You have 6 weeks from your hire date to complete the course. It will take you an average of 1.5 hours per week so schedule your time accordingly.

If you choose not to take the course, your employment will be terminated.

If you have issues with the timeline of the course, please let us know so we can make accommodations for you.

# PASSION SQUARED EMPLOYEE HANDBOOK

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## PASSION SQUARED CAREER PATH

We are here to serve, grow, support and love you. Here are the ways you can grow at Passion Squared.

- 1.
- 2.
- 3.
- 4.
- 5.

**"ANYONE WHO HAS  
NEVER MADE A  
MISTAKE HAS  
NEVER TRIED  
ANYTHING NEW."  
ALBERT EINSTEIN**

---

# CAREER PATH EXAMPLE



**AS PART OF OUR TEAM, YOU HAVE  
SEVERAL WAYS TO GROW + EARN**

☐

## **Level 1**

**This level consists of your ability to show up consistently  
deliver our experience consistently, and show your  
interest in growth.**

**Requirements for Level 1:**

☐

## **Level 2**

☐

## **Level 3**

☐

## **Leadership**

**Education Leader  
Operations Leader  
Marketing Leader  
Partner**

# PASSION SQUARED EMPLOYEE HANDBOOK



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## PASSION SQUARED OPERATIONS

In order to keep our promises and create an awesome experience, we've created proven systems to ensure that happens.

Opening System

Closing System

Greeting System

Beverage + Snack System

Booking System

Payroll System

Inventory System

Cleaning + Laundry System

Insurance + Benefits System

Content Creation System

**"SYSTEMS FAIL WAY  
MORE THAN PEOPLE  
DO. CHANGE THE  
SYSTEM, CHANGE  
THE RESULT."**

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# OPERATIONS SYSTEM EXAMPLE



**OPENING**

**1 HOUR**

**PERSON RESPONSIBLE:** \_\_\_\_\_

- ☐ **Turn on lights**
- ☐ **Check appointments for the day + ensure all is clear**
- ☐ **Check email inbox + respond where applicable**
- ☐ **Check social media (DM + comments) and respond**
- ☐ **Check towel, cape, apron supply**
- ☐ **Make coffee**
- ☐ **Check beverage supplies**
- ☐ **Check inventory (front + back of house) and restock**
- ☐ **Check menu's + cards**
- ☐ **Check bathroom for supplies + cleanliness**

# PASSION SQUARED EMPLOYEE HANDBOOK



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## LEGAL

All the local, state and federal laws and disclosures go here. Please work with an employment attorney on this.

**YOU HAVE RIGHTS  
THAT PROTECT YOU  
AND WE HONOR  
THOSE AND ARE  
COMMITTED TO  
CREATED A SAFE,  
HEALTHY, LEGAL  
WORKING  
ENVIRONMENT FOR  
YOU.**

---



# PASSION SQUARED EMPLOYEE HANDBOOK

empowering people, passions and purpose.



**WELCOME TO PASSION  
SQUARED. WE ARE SO  
GRATEFUL YOU ARE HERE AND  
PROMISE TO CREATE A SPACE  
FOR YOU TO LEARN, GROW AND  
FEEL MORE JOY IN YOUR  
JOURNEY. THANK YOU FOR  
BEING HERE.**

X \_\_\_\_\_  
Nina L. Kovner, Chief Awesomeness  
Empowerer, Passion Squared

X \_\_\_\_\_  
Team Member

**“LET US BE  
GRATEFUL TO THE  
PEOPLE WHO MAKE  
US HAPPY; THEY  
ARE THE CHARMING  
GARDENERS WHO  
MAKE OUR SOULS  
BLOSSOM.”— MARC  
EL PROUST**

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## Lease Based Salons

Brand story, promises and all those things can stay the same or be slightly adjusted towards the “tenant”.

Agreements however **CHANGE**.

Lease based models are a tenant/landlord relationship. **PERIOD**.

**Work with an attorney** who specializes in lease contracts (most employment attorneys do) along with a clear understanding of local, state, federal, country laws.



# A Couple More IRL Examples



# Brand Storytelling Through Leadership Actions

## by Stacey Rackham



Stacey Rackham

3 hrs · 🌐



Sent an email to my core guests today sharing that I'm indefinitely expanding my pause (I stepped back in March and intended to return in June) aka retiring from working BTC.

I'm still learning how to structure my days and how it feels to leave the salon without being physically spent. It's interesting how ingrained feeling tired is associated with doing a "good job" is for me.

But I feel human in this season of life and it's beautiful.

Excited to see what is possible with the clarity and space I have in my mind now.



## **Brand Storytelling Through Leadership Actions by Stacey Rackham**

**One of Stacey's brand promises to her team is to be a supportive, present leader, coach and guide. She made a decision to step away from behind the chair (temporarily) to focus on her own personal development, self care and learning how she could best lead, coach, support and guide her team.**

**Today she has extended her break as a hairstylist. This action speaks volumes.**



# Brand Storytelling Through A New Client Hello Experience

## withlove collective by Benjamin Jay



Benjamin Jay

July 7 at 1:40 PM · 🌐



Got such a positive reaction to my introduction to our new [withlovecollective.com](https://withlovecollective.com) brand I thought I would share our 'hello' experience.

This little box that we stamp in-house is our hello or welcome package for new guests. Right now we're giving it to everyone as it's a re-welcoming gift too under our new brand.

1 • Surprise and Delight • This little package isn't a thing we're promoting so it isn't expected. Little things like this can create a 'wow' moment.

2 • More Involved • I'm not a big believer in discounting but I do like getting guests involved in more aspects of the business. In their hello box there is a \$5, \$10, and \$15 gift to enjoy at the bar, in the boutique with local creators, and the wash house on a treatment. All of these are to get people into more than the salon OR to at least use it on a service most aren't experiencing yet.

3 • Sense • The extra wow is a tea light version of our signature scent candle. Not only is this a nice fragrance when the box is opened, hopefully they take it home and think of us while it burns. Not to mention we then have a full sized one for retail.

4 • Engagement • Final fold out piece is to let the guest know how to engage with us. If they love it we'd love for them to share and do more. If they didn't, we want them to know we have ways to help. On the don't love side we tried to have some fun and turned the heart logo into a broken heart.

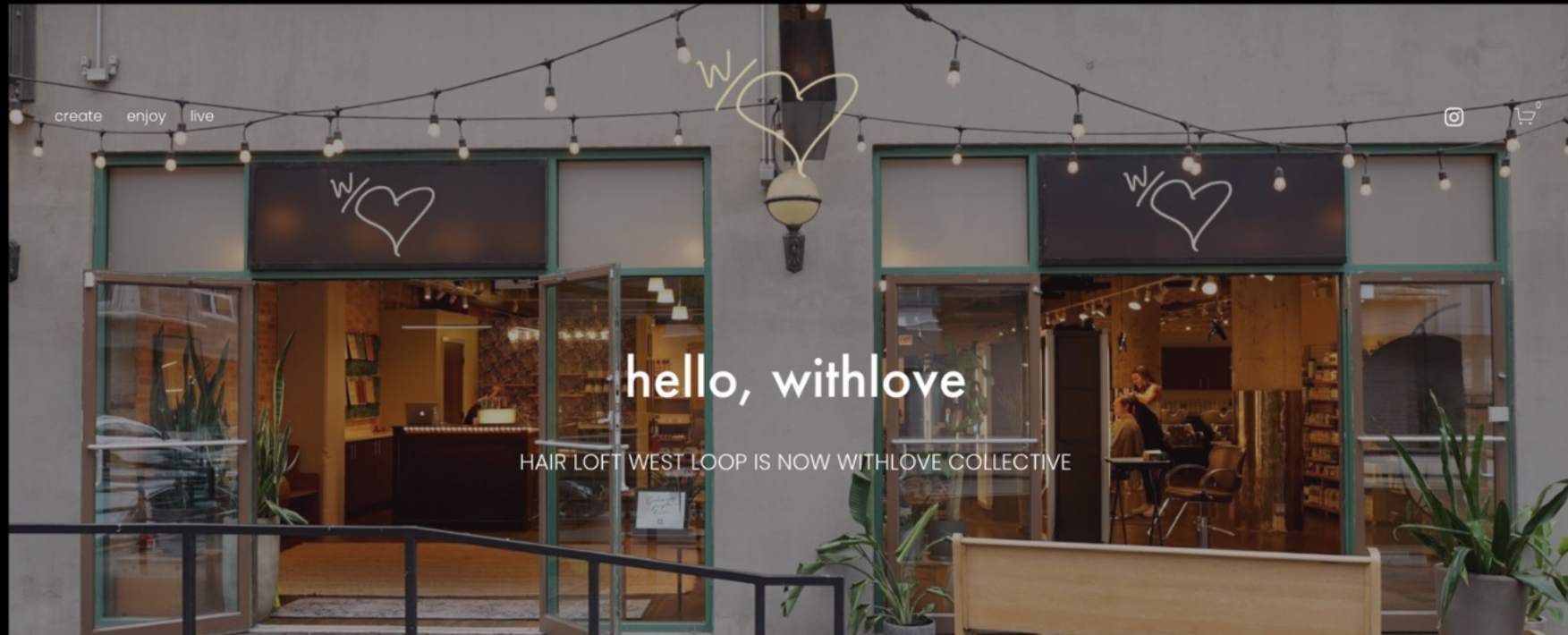
All in our costs for this are under \$3. Long term goal is it increases retention and sales in categories the guest isn't yet to experience and builds it into their regular routine.





# Brand Storytelling Through A New Client Hello Experience

## withlove collective by Benjamin Jay



### create.

The world is better with creativity and we love making our ideas come to life! We **create** to bring joy into the world with our salon services, signature goods and local collaborations.

### enjoy.

It isn't about having everything but enjoying everything you have. We think you'll **enjoy** our curated collection of goods from local, small, and independent thinkers as much as we do.

### live.

Sharing experiences with others is vital because we all know life is better together. Our upcoming **live** experiences and events are opportunities to support creatives, charities, and have fun.

# Brand Storytelling Through A New Client Hello Experience

## withlove collective by Benjamin Jay





# Brand Storytelling Through A New Client Hello Experience

## withlove collective by Benjamin Jay



# Brand Storytelling Through Social Content + Storytelling by Mahogany Plautz



# About Southwest

## Our Company Promise

Southwest will provide a stable work environment with equal opportunity for learning and personal growth. Employees will be provided the same concern, respect, and caring attitude within the organization that they are expected to share externally with every Southwest Customer.



**"Our people are our single greatest strength and most enduring longterm competitive advantage."**

Gary Kelly, CEO Southwest Airlines

### Our Purpose

Connect people to what's important in their lives through friendly, reliable, and low-cost air travel.



### Gary's Greeting

#### Promises

#### History

#### What's New

#### What's LUV?

#### Customer Commitments

### A Legacy of Love

In 1967, Herb Kelleher and Rollin King developed the initial Southwest Airlines® concept in a hotel bar in San Antonio. Their original business plan consisted of a triangle drawn on a cocktail napkin— three lines connecting Dallas, Houston, and San Antonio.

[Read more](#)





# The Southwest<sup>®</sup> travel experience



## No fees to change<sup>1</sup> or cancel.<sup>2</sup>

<sup>1</sup>If you need to change an upcoming flight itinerary, you'll only pay the cost in fare difference.

[Learn more](#)



## Bags fly free\*

When you fly with us, your first and second checked bags fly free.

[Learn more](#)

\*First and second checked bags. Size and weight limits apply.



## Inflight Entertainment

Free movies, free TV, and free texting.\*  
Yep, you read that right.

[Learn more](#)

\*Available only on WiFi-enabled aircraft. Limited-time offer. Where available.

<sup>2</sup>Failure to cancel a reservation at least 10 minutes prior to departure may result in forfeited Travel Funds.





To say Starbucks purchases and roasts high-quality whole bean coffees is very true. That's the essence of what we do – but it hardly tells the whole story.

## Our Heritage

Every day, we go to work hoping to do two things: share great coffee with our friends and help make the world a little better. It was true when the first Starbucks opened in 1971, and it's just as true today.



From the beginning, Starbucks set out to be a different kind of company. One that not only celebrated coffee and the rich tradition, but that also brought a feeling of connection.

**Our mission** to inspire and nurture the human spirit – one person, one cup, and one neighborhood at a time.

## Expect More Than Coffee

We're not just passionate purveyors of coffee, but everything else that goes with a full and rewarding coffeehouse experience. We also offer a selection of premium teas, fine pastries and other delectable treats to please the taste buds. And the music you hear in store is chosen for its artistry and appeal.

It's not unusual to see people coming to Starbucks to chat, meet up or even work. We're a neighborhood gathering place, a part of the daily routine – and we couldn't be happier about it. Get to know us and you'll see: we are so much more than what we brew.

We make sure everything we do is through the lens of humanity – from our commitment to the highest quality coffee in the world, to the way we engage with our customers and communities to do business responsibly.



# **Social Media Storytelling + Your Brand**





**Your Content Is Your Marketing**





**Music**

**Hashtags**

**Email/Email Address**

**Texts**

**Social Platforms**

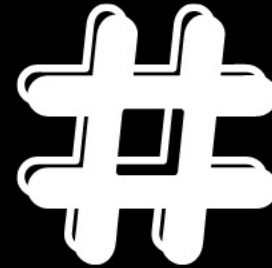
**Digital Platforms**

**Who You Follow**

**Who You Engage With**

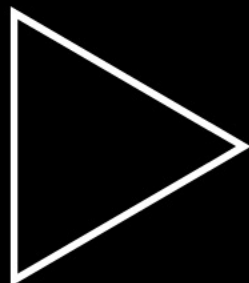
**Who You Share**

**What You Share**

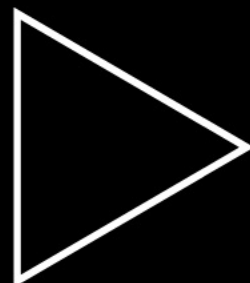


# Structure of Story On Social

**beginning**



**middle**



**end**

**problem  
feeling**

Nina came in sad  
and ready for a  
big change but  
craves low  
maintenance.

**solution  
feeling**

The cut + color technique I  
used is perfect for those of you  
craving a style that doesn't  
take hours in the morning to  
look awesome.

**result  
call to action**

Seeing the smile on Nina's  
face is why I do what I do.  
Thank you Nina for trusting  
me with your hair, I cannot  
wait to see your selfies on the  
gram! Be sure to  
use #myhashtag so we can  
share your beautiful selfies!



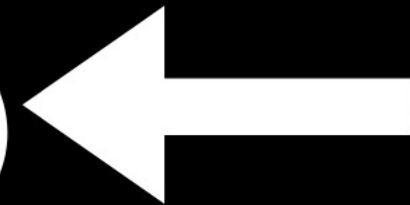
**Content**  
**The picture or video**

**Context**  
**The words + emoji's**

**Content**



**Context**



# Content

## Faith + Courage



# Context

**A story about dogs.**

**A story about courage.**

**A story about faith.**

**A story about happiness.**

**A story about your animal policy.**

**A story about...**



# Content/Context/Brand Alignment



**Your fur babies bring us so much joy and we love seeing them when you visit the salon. We wish we had space for a dog park, but the truth is, we don't. To keep the joy flowing while being mindful of your experience, we ask that you choose to bring 1 of your sweet fur babies on your next visit. We love you, and appreciate you and look forward to seeing you + your baby soon.**

## **New Dog Policy**

**Effective immediately, you can only bring 1 dog with you to the salon. We hate to do this but clients have taken advantage. Thank you.**








# Storytelling Framework

- ➡ **Why am I sharing this story? Is it aligned with my brand?**
- ➡ **Who is this story for?**
- ➡ **What problem am I solving + how am I solving it?**
- ➡ **What feeling do I want to inspire?**
- ➡ **What result or action am I seeking?**



# Storytelling Framework

-  **New dog policy and yes**
-  **Current + future clients**
-  **Clients are bringing packs of dogs which is taking up too much space and energy which is making our experience less awesome. We will allow 1 dog per client.**
-  **Compassion + love + care**
-  **Clients bring only 1 dog to the salon instead of 5**





# Resources

## Workshops In The A School Membership site

- **Creating Your Awesome Brand course**
- **Building Your Brand Story from Scratch Workshop**
- **Brand Identity Workshop**
- **Aligning Team with Brand Workshop**
- **Experience Marketing Workshop**
- **Storytelling In The Social + Digital World Workshop**



## Next Steps

**Check in on your brand story clarity. If you are not clear, do that work first.**

**Check in on how your social media storytelling aligns with your brand story.**

**Check in with your salon experience to see how it aligns with your brand story.  
Adjust as needed.**

**Check in with your current agreements, handbooks, processes, systems, etc. to  
see how they align with your brand story. Adjust as needed.**

**Check in with your leadership skills and how they align with your brand story. If  
you need help in this area come to our Facebook group so we can recommend a  
curriculum for you.**

**Slow, steady and strategic.**





A Place for Passionate + Purpose Driven Salon Owners  
to Create an Awesome Biz + Brand + Life

# Brand Storytelling (2021) Workshop