



Brand Storytelling: Your Content Is Your Marketing Workshop

Topic

**brand storytelling, online + offline
content, team + client agreements**

Teacher

Nina L. Kovner

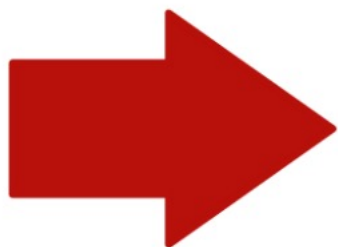
Intention

**Provide insights and clarity into
the alignment of brand
storytelling and online and
offline content including client
+ team agreements and more
to help simplify your process.**

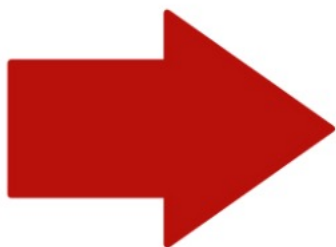
Workshop **Overview**

- ➡ **Brand Story Framework**
- ➡ **Brand Story + Culture**
- ➡ **Brand Story + Systems**
- ➡ **Brand Story + Agreements**
- ➡ **Brand Story + Content**
- ➡ **Next Steps**

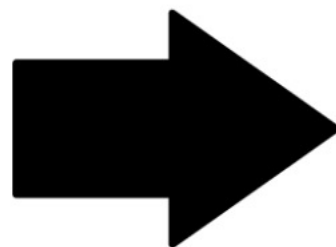
Brand Story In The Context of Your Business + Brand



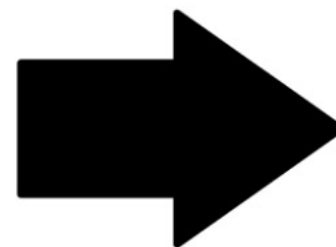
**brand purpose,
promise, people,
product/service**



**brand story
culture
vision**



brand identity



**marketing +
content + storytelling**

Brand Story Elements

brand purpose- what problem are you solving?

promise- how are you solving it?

people- who are you solving it for?

product/service- what solutions do you offer?

Brand Story Worksheet

Brand Purpose

Answer these questions:

- 1. What problem are you solving?**
- 2. Why does your brand exist?**
- 3. What are your values?**
- 4. What do you believe in?**
- 5. Why would I want to choose your brand?**

Tip:

Ask your clients why they chose your brand.

Ask your clients what they love most about the experience you deliver.

Think about WHY you chose to create this brand? Get specific.

Brand purpose is about the client, not about YOU.

Brand Story Worksheet

Brand Promise

Answer these questions:

- 1. What does your experience look and feel like?**
- 2. How do you solve the problems of your people?**
- 3. What is the expectation you are setting for your experience?**
- 4. How do you want your clients to feel?**
- 5. What do you want your clients to say about your experience?**

Tip:

Ask your clients how they feel when they are engaging with your brand. Ask your clients what they value and care about.

Brand Story Worksheet

Brand People

Answer these questions:

- 1. Who are you solving problems for?**
- 2. What do they value and believe?**
- 3. What do they care about?**
- 4. What is their energy and vibe?**
- 5. Where do they hang out?**

Tip:

Think about who your dream client is.

Think about what their vibe is.

Think about what visions and values you and your dream client share.

Brand Story Worksheet

Brand Product/Service

Answer these questions:

- 1. How do the products we offer align with our brand and solve the problems of our people?**
- 2. How do the services we offer align with our brand and solve the problems of our people?**
- 3. What other products and services could I offer that better solve the problems of our people?**

Tip:

If you find your products and services are not aligned with your brand, make a plan to create ones that are.

Brand Story + Culture

The **Awesome** Team Handbook Template

PassionSquared.♥

PASSION SQUARED TEAM 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**

PASSION SQUARED TEAM HANDBOOK

empowering people, passions and purpose.



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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empowering people, passions and purpose.



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
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LIVED AND LIVED
WELL."— RALPH
WALDO EMERSON**

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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**

Brand Story + Agreements

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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 are
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 other's experiences +
identities and understand that while they are
different from ours, that does not mean they
are not valid.

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

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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.

Handling 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.

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empowering people, passions and purpose.

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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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

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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 nonviolent 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



Awesome **Client Agreements Framework**

What the experience and promise are.

The process for reserving an experience in detail.

What the communication process looks like in detail.

What the confirmation process looks like in detail.

What the cancellation process looks like in detail.

What the no-show process looks like in detail.

What you both agree to in this process and promise.

Simple opt-in/signing of the agreement.

Awesome Client Agreements

Are aligned with your brand purpose, promise, and people.

Are clear, simple, and concise.

Are infused with healthy boundaries (not walls)

Uses language that is aligned with your brand.

Have strong systems to facilitate them.

Take into consideration that clients are human and things will never be perfect.

Awesome Client Agreements Framework

(example)

What the experience and promise are.

The Passion Squared experience is focused on ensuring you feel seen, heard, and loved. Our commitment to you is to consistently deliver on that promise.

What the communication process looks like in detail.

To ensure you have a joyful, seamless experience, we use both text messaging and email for our client communications during business hours which are 10 am- 6 pm Tuesday through Saturday.

The process for reserving an experience in detail.

We use an online reservation platform to ensure you can reserve your experience when it's most convenient for you, 24/7, 365. Simply visit passionsquaredbooking.com to see your current reservation, make changes, and reserve future experiences.

What the confirmation process looks like in detail.

Upon reserving your experience, you will receive both a text and email confirmation with the details of your reservation will receive two reservation reminders; two days before your reservation and 1 hour before.

Awesome Client Agreements Framework

(example)

What the cancellation process looks like in detail.

If you need to cancel your reservation, you are given that option with the 2 day reminder text and email. If you need to cancel after you have confirmed your reservation, you can do that on our reservation platform at passionsquaredbooking.com. There will be a \$50 charge to your credit card on file if you cancel inside the 48 hour confirmation window.

We do understand emergencies happen, if that is the case, please email us at awesome@passionsquared.net and we will find a solution. If we need to cancel your reservation inside the 48 hour confirmation window, a \$50 credit will be added to your account for future experiences or product purchases.

What the no-show process looks like in detail.

If you forget about your reservation after confirming and do not show up, there will be a \$100 charge. We do understand emergencies happen, if that is the case, please email us at awesome@passionsquared.net and we will find a solution for you.

What you both agree to in this process and promise.

We are honored you have chosen us to take care of your beauty and wellness needs. We promise to take care of you and ask that you promise to help us do that by adhering to our agreement.

Simple opt-in/signing of the agreement.

Click here to sign and agree. Check this box to sign and agree. Etc.

Brand Story + Systems

PASSION SQUARED TEAM HANDBOOK

empowering people, passions and purpose.



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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empowering people, passions and purpose.



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**

PASSION SQUARED TEAM HANDBOOK

empowering people, passions and purpose.



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

Brand Identity Package

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

Brand Story + Content

Your **Content Is Your Marketing**

Everything you create, share, like, and comment on is either helping you find, engage and build relationships with your brand "people" or pushing them away.

Be mindful of your brand "people" when creating content and captions, you may be talking to the wrong people.

Online and off.

Brand Story Outline

Brand Purpose

Feeling unseen, not vibing with previous salon experiences, not feeling aligned with the values of the brand, clients seeking a more holistic approach to beauty

Brand Promise

Create a space of belonging, empowerment with an edge, and feeling good from the inside out

Brand Service + Product

Eco-friendly color and styling

Brand People

Modern, trendy, fitness + healthy food-minded, meditation/inner work focused, passionate about the planet

Content Categories

Education

Color care

Color expectations

Color Trends

Seasonal color changes

Quick style how to's

Style tips

Before + After's

Inspiration + Gratitude

Weekly Meditation +
Intention Setting

Inspo Quotes
(aligned with brand)

Client Shoutouts

Team shoutouts

Promotion/Info

New products and
services

Product features

Fashion/fun events

Fun + Fitness + Wellness

Humor, self-deprecating,
relatable quotes

BTS Team Reels

Healthy Cooking Tips + Recipes

Fun Fitness

Wellness tips

Content Storyboard



Education

content ideas and types here



Inspiration + Gratitude

content ideas and types here



Promotion/Info

content ideas and types here



Fun + Fitness + Wellness

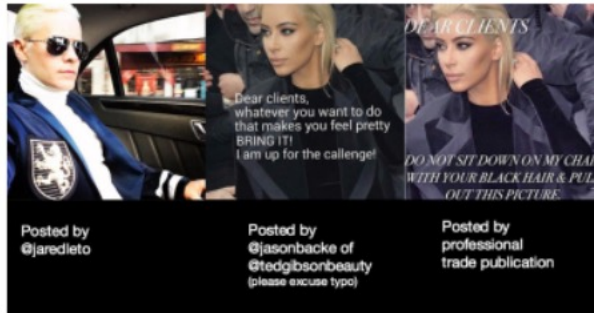
content types and ideas here

Your Content Is Your Marketing

YOUR CONTENT IS YOUR MARKETING

📅 MARCH 9, 2015 👤 NINA KOVNER 📌 ENGAGE, GROW

”Our job is to connect to people, to interact with them in a way that leaves them better than we found them, more able to get where they'd like to go.” Seth Godin



About every other day, I get asked “Nina, where do I find content for my social pages?” And my answer is always the same, what is your brand story, promise, purpose and objective. When you know this, then, and only then, will you begin to find inspiration to create or curate (share other peoples) content.

This past week, I was inundated with posts on Facebook and Instagram about the hair transformations of Kim Kardashian and Jared Leto. Now let me get something very clear, this has nothing to do with whether I am a fan of either of them. But for those that follow me, you know I am obsessed with one of them. #teamjared

What I witnessed were so many hairdressers and trade publications I love bashing their hair (and hairdressers) and even posting a message to clients to NOT come (pictured above) into the salon and ask for a certain color. OMG, are you kidding me? I am confident most had no idea the impact these posts were having on their brand. Thus, my intense need to write this post.

Now, onto my point. Your content is your marketing. It is your story. Your brand. Your promise. And if you are using your Facebook and Instagram pages to help grow your business, then why in the world would you post anything that tells clients NOT to come in to see you or ask for a certain look?

Each day I work with passionate humans looking to learn how to engage authentically and effectively on social platforms to help grow their business.

In my lifetime, I have NEVER seen anything like the empowering opportunities the social web gives to creative small businesses. It is astounding. If used properly, of course.



Nina L Kovner

May 3 at 3:08 PM · 🌐

...

Logged into Facebook today and I can't believe we're still bashing celebrities hair color, their hair colorists and telling clients what NOT to ask for when inquiring about an experience.

We create value and build trust by providing solutions through the stories we share that are aligned with our brand purpose, promise, people, vision and values and the outcomes we're seeking.

We talk about the importance of kindness and mental health and then we make fun of folks for their hair during Mental Health Awareness Month. Enragement engagement is a slippery slope that's so easy to get drawn into.

Our content is our marketing, a blog I wrote in 2015. Please have read it (its super short) and share your thoughts. ❤️

<https://passionsquared.net/your-content-is-your-marketing/>



passionsquared Love, when you are clear on your brand story (purpose, promise, people, product/service) and align that with your pricing, storytelling, marketing and content, you will find your people and you'll no longer feel like you have to justify the worth of the experience you deliver. Your job is to create and deliver experiences consistently, keep your brand promises, and lead with a compassionate, service-focused heart.

If someone doesn't see value in the experiences you offer, they aren't your people. And it has nothing to do with your worth as a human or small business owner. And likely, the folks who are following you on the socials do value the experiences you offer or are there because they dream of aspiring to your level, or someday would love that experience as a client or peer.

Spend more time focusing on your brand strategy, storytelling, marketing and content and serving and loving your people, and allow the rest of the folks to just be in your light. Strategy and justifying are not the same thing. You got this. ❤️Nina

Next Steps



If you are not clear on your brand story, start there



If you are clear on your brand story, assess your current culture, agreements, systems + content to see if they are aligned



Decide which project you will work on first



Begin, one thing at a time



Ask for help or for additional resources in our Facebook group or email awesome@passionsquared.net



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