

BUILD YOUR *meraki* BLUEPRINT

INTUITIVE BRANDING

be yourself.
EVERYONE ELSE IS TAKEN.

- OSCAR WILDE

1 30-MINUTE CONNECTION

We connect & talk about where you are now and where you want to go. It's both valuable and FREE.

2 BRAND AUDIT & REPORT

Social "recon" paints a picture of how you are showing up, where there are gaps & how to begin redefining your brand. We have 2 calls through this stage: first to do discovery, and second to discuss report findings and top action items.

3 COACHING TO BUILD & GROW YOUR BRAND

The brand report provides a foundation to begin clarifying your brand immediately. Many influencers find that ongoing guidance will ensure they take action and fully implement the recommendations.

Additional coaching is available in 3 month or 6 month bundles, where we continue developing brand elements, brainstorming ideas and establishing a posting rhythm.

IS THE *meraki* BLUEPRINT THE RIGHT BRANDING PROGRAM FOR YOU?

Do you struggle with...

- your messaging and what to say?
- defining your target audience?
- understanding where to find that audience?
- creating quality content vs more noise?
- establishing a posting rhythm?
- building a signature style that's truly you?
- how NOT to be another cookie-cutter social persona?

Branding is more than a logo and a web site – it is the WHOLE experience that someone has with you, your service or your product.

IF you are ready to build the best brand of YOU, then this program is the next step.

THE *meraki* BLUEPRINT PROCESS

CLICK TO VISIT THE-MERAKI-BLUEPRINT.COM



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A LITTLE ABOUT ME.

Serial creative. Brand builder. Marketing maven. Dog lover.
Reiki practitioner. Old soul. Order varies daily.

Self-employed since 2003, I've been in your shoes. I've taken the risks, made ALL the mistakes, and figured out how to thrive as a creative strategist & marketing consultant.

Why I created THE *meraki* BLUEPRINT.

The Greek word Meraki (may-rah-ki) means to put something of yourself into what you do; to do something with creativity, soul and love. That sums up my approach to branding.

The social landscape is humming with solopreneurs sharing their products and services. What I am noticing is a growing disconnect between their business persona and who they are in real life. They are out of alignment, it seems forced and everyone is starting to look and sound the same.

Let's talk about how to break through the noise.

WHAT *meraki* BLUEPRINT CLIENTS SHARE...

CHEYENNE BENNETT Certified High Performance & Leadership Coach

Lori is a creative genius... her mind thinks of things that I could never think up on my own!

ERIN CANDELORO

Professional Organizer
& Life Essentialist

Lori recently helped me with marketing strategies for my business. She is excellent at what she does, and was able to open my eyes to tactics that I never would have thought of previously. Lori came up with ideas to ensure I could market myself in a very genuine way.

JILL COLETTI

Reiki Master Teacher & Practitioner
Founder of Spiritual Mamas Unite

Lori's energy spoke to me. She is a heart-centered, inspiring creative with an amazing gift. My business truly is me and Lori's guidance helped me gain confidence by connecting the dots in my brand, from website to social media. I am truly grateful.

connect with me



SIGN UP FOR MY THOUGHTS ON A FULL MOON BLOG!