

THE  
BRAND  
*to Launch*  
COURSE

BECAUSE  
SUCCESS IS AN  
INSIDE JOB



*Your Seven Week Planner*

*By Scarlett Vespa*

# Your Seven Week Planner by Scarlett Vespa



WEEK 1

*Step 1*  
**Intentions**  
Do Worksheet

Read Your Intentions  
from your Worksheet  
exercise day 1

*Step 2*  
**Clearing Blocks**  
Do Worksheet

**Clearing Blocks**  
Listen to  
Intro + Meditation

*Step 3*  
**Manifesting**  
Do Worksheet

*Practice*  
**Clearing Blocks +  
Manifesting**

WEEK 2

*Meditate/Visualization*  
*Step 1*  
**The Self Audit**  
Do Worksheet

*Meditate/Visualization*  
**The Self Audit**  
Continue Worksheet

*Meditate/Visualization*  
*Step 2*  
**Your USP + Message**  
Do Worksheet

*Meditate/Visualization*  
**Your USP + Message**  
Continue Worksheet

*Meditate/Visualization*  
*Step 3*  
**Customer Avatar**  
Do Worksheet

*Research*  
**Your Ideal Client**  
Do Brand Guide

WEEK 3

*Meditate/Visualization*  
*Step 1*  
**Business Plan**  
Do Worksheet

*Meditate/Visualization*  
**Business Plan**  
Continue Worksheet

*Meditate/Visualization*  
*Step 2*  
**The Launch Budget**  
Do Worksheet

*Meditate/Visualization*  
**The Launch Budget**  
Continue Worksheet

*Meditate/Visualization*  
*Step 3*  
**Office Needs**  
Do Worksheet

*Discover*  
**An Exercise –  
Pilates/Walking**

WEEK 4

*Meditate/Visualization*  
*Step 1*  
**Create Your Logo**  
Do Worksheet  
*Exercise walk/yoga/pilates*

*Meditate/Visualization*  
Play with your logo  
again pick final one

*Meditate/Visualization*  
*Step 2*  
**Business Cards**  
Do Worksheet

*Meditate/Visualization*  
*Step 3*  
**Brand Assets**  
Choose Colours etc  
*Exercise walk/yoga/pilates*

*Meditate/Visualization*  
**Brand Guide**  
Fill in your Brand  
Guide

*Review*  
**Everything until now**

WEEK 5

*Meditate/Visualization*  
*Step 1*  
**Website**  
Choose Platform  
*Exercise walk/yoga/pilates*

*Meditate/Visualization*  
Create your Website  
using your logo

*Meditate/Visualization*  
*Step 2*  
**The Content**  
Do Worksheet

*Meditate/Visualization*  
**The Content**  
Continue Writing  
*Exercise walk/yoga/pilates*

*Meditate/Visualization*  
*Step 3*  
**SEO**  
Do Worksheet

**Website**  
Continue to Play with  
your look/feel

WEEK 6

*Meditate/Visualization*  
*Step 1*  
**Creative Concept**  
Do Worksheet  
*Exercise walk/yoga/pilates*

*Meditate/Visualization*  
**Styling**  
Find your outfit and  
props for shoot

*Meditate/Visualization*  
*Step 2*  
**The shoot Prep**  
Do Worksheet

*Meditate/Visualization*  
**The shoot Prep**  
Continue Worksheet  
*Exercise walk/yoga/pilates*

*Meditate/Visualization*  
*Step 3*  
**The Shoot Day**  
Do Worksheet

**Editing**  
Do Worksheet –  
Place into Website

WEEK 7

*Meditate/Visualization*  
*Step 1*  
**Social media**  
Set up Headings/accs  
*Exercise walk/yoga/pilates*

*Meditate/Visualization*  
*Step 2*  
**Newsletter**  
Do Worksheet

*Meditate/Visualization*  
*Step 3*  
**Podcasts**  
Do Worksheet

*Meditate/Visualization*  
**PR/Media**  
Do Worksheet  
*Exercise walk/yoga/pilates*

*Meditate/Visualization*  
**Recap**  
Lookover what you  
have created

*Final*  
**Have a champers!  
Big Congrats x**