A photograph of two women sitting on a wooden bench outdoors. The woman on the left is wearing a white short-sleeved button-down shirt and light blue trousers, looking at a silver laptop. The woman on the right is wearing a light-colored sleeveless top and a long, pleated skirt, writing in a notebook. They are positioned in front of a textured, light-colored wall with green foliage on the left. The text 'FOR TALENTED ENTREPRENEURS' is at the top, 'BRAND & BRUNCH' is in large letters with an orange ampersand, 'Your personal brand glow up starts' is below that, 'MARCH 12TH, 2025' is below that, and 'ONLINE COURSE' is at the bottom.

FOR TALENTED ENTREPRENEURS

# BRAND & BRUNCH

Your personal brand glow up starts  
MARCH 12TH, 2025

ONLINE COURSE



A woman with dark hair, wearing a white button-down shirt, is shown from the chest up, holding a silver smartphone in her right hand. The background is a plain, light-colored wall. The image has a soft, slightly desaturated aesthetic. Overlaid on the image is a quote in a large, white, serif font, and a logo in the top right corner.

BRAND &  
BRUNCH

“Elegance is in  
simplicity  
of an idea  
well executed.

ONLINE COURSE

# *Our* philosophy

At **Brand & Brunch**, our mission is to empower entrepreneurs to build and revitalise their brands by **merging business strategy with creativity and purpose**. We believe in harnessing the flow state —where passion meets productivity— to bring clarity and drive into your work. Transforming your talents into profitable ventures and **creating your soul business**.

*Valerija*



BRAND & BRUNCH

# BRAND STORY

*module one*

outline your brand identity &  
test it with real-time feedback



# Brand Questionnaire

IDENTIFY YOUR NICHE, USP (UNIQUE SELLING POINT)  
CLIENT PROFILES, PAIN POINTS, TONE OF VOICE  
& INTANGIBLE VALUE



PRINTED VERSION & EDITABLE CANVA DOC ACCESS



# HOT SEAT

- present your refined brand story
- receive expert feedback
- receive peer insights



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# VISUAL IDENTITY

*module two*

create a unique brand identity  
fused with your dna



@BRAND\_AND\_BRUNCH

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# BESPOKE YOU

CHOOSE YOUR NICHE CORRESPONDING  
BRAND ARCHETYPE



EDITABLE CANVA LINK FOR  
BUSINESS CARDS, LOGO AND MOODBOARD

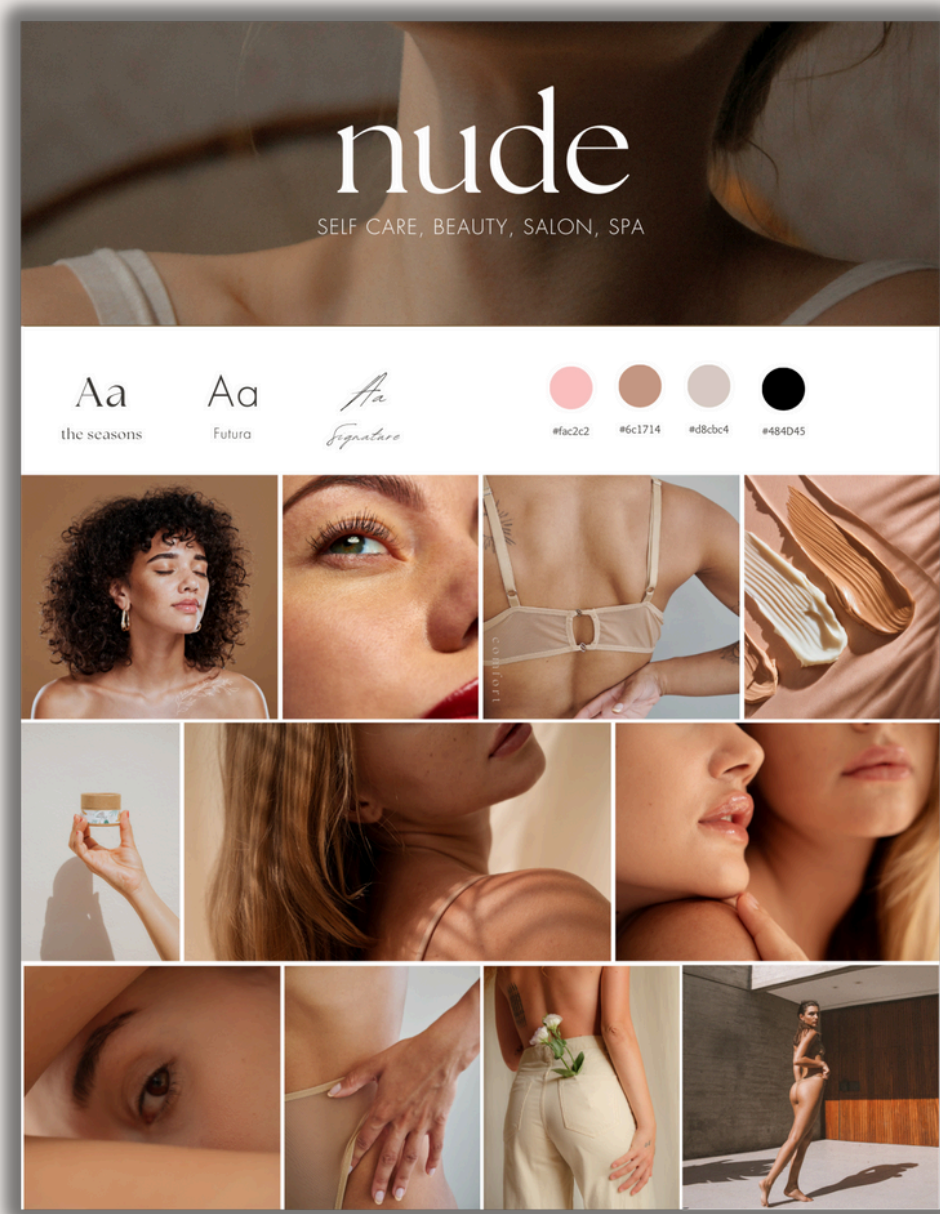
 SHARE

 SAVE



# CREATIVE SESSION

DESIGN YOUR BRAND NAME & LOGO, CHOOSE FONTS  
& MOODBOARD, CREATE YOUR BUSINESS CARD





# COMPOSE YOUR BIO

LEARN TO TOOT YOUR HORN, NAME DROP AND SHOW OFF.  
IF THERE EVER WAS A PLACE FOR IT- THIS IS IT! RECEIVE A  
VOTE OF CONFIDENCE FOR YOUR UNIQUE BIOGRAPHY





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# (IN)TANGIBLE VALUE

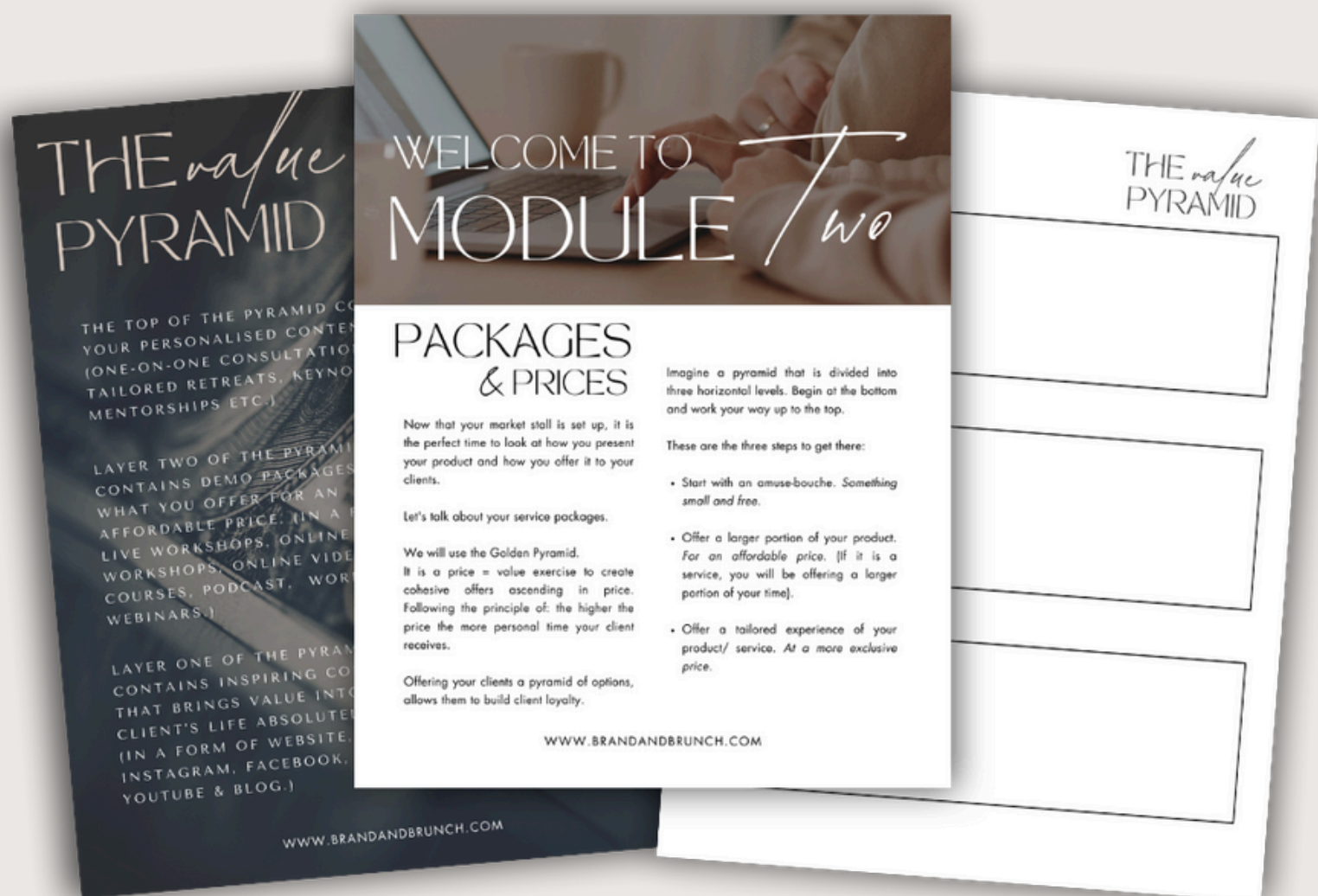
*module three*

Create and price your packages  
using our signature value pyramid



# Packages and Prices

DEVELOP A CLEAR AND SCALABLE BUSINESS MODEL TAILORED TO YOUR PERSONAL BRAND



PRINTED VERSION & EDITABLE CANVA DOC ACCESS



# HOT SEAT



- share your offers live
- receive expert feedback
- receive peer insights



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# BRAND BOOK

*module four*

showcase your brand and offers  
to your ideal audience



# Final Document

SHAREABLE MARKETING PDF  
WEBSITE & SOCIAL MEDIA MOCK UP  
TEAM CREATIVE DIRECTION





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# PHOTOGRAPHY

*private session*

personal portraits and action shots  
atmospheric brand photos





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# BRAND MENTORSHIP

*private session*

live zoom call overlooking all of your work  
short term development strategy



# CONDITIONS

## OUR COURSE INCLUDES

- **2-hour group session** each week with branding experts
- teaching materials provided at each session, including **2x printed workbooks**
- **editable canva template** links for easy customisation and continued work
- welcome drink at first meet-up and water during all sessions

Each session begins **punctually at 11 am** and **concludes by 1 pm**. Afterwards, participants are welcome to stay and enjoy lunch together at their own expense, fostering a **relaxed and collaborative** environment.

As an **extra autumn special we add one hour of Q & A** after each session in the month of October, which will give you an **additional opportunity** to ask your **personal questions** to our experts.

This **4-week-course** is offered as **a complete package**, sessions are **not sold individually**, ensuring that you **receive the full benefit** of **our branding framework** from start to finish. At the end of our course you will have a **clear vision on your brand identity**, including a **moodboard** with **colours, fonts and creative direction**, your **business card** for immediate printing, **personal brand photos** and finally, a template for your **unique brand book**. The **full value of your investment is €5000** but this winter we offer unique access for **€1500** and an **early bird rate of €950 for February 2025**. Spaces are limited to just 10 participants.

**Secure your spot and start building the brand that will elevate your business!**


BRAND & BRUNCH



PASSIONATE MANIFESTING YOUR BRANDING DREAMS

Valerie is a **creative director, strategist, and brand producer** with a decade of expertise in luxury branding.

Her career spans collaborations with high-profile clients from **Switzerland to Mallorca**. Having worked with iconic brands like the **Richemont Group**, Swiss watchmakers, international **artists, luxury retreats, and beauty products**, Valerie brings a **refined touch** to every project, specialising in crafting **unique brand stories** for a **global clientele** of **discerning tastes** and **eccentric visionaries**.

A portrait of Valerie, a woman with long, wavy brown hair, wearing a light pink button-down shirt and a gold necklace with a small pendant. She is looking slightly to the right with a soft expression.

# ABOUT

*Valeriga*

THISISVAAL.COM





it's time for your  
personal brand glow up!