

A photograph of a modern dining area. In the foreground, two white, curved plastic chairs with wooden legs are visible. Behind them is a wooden dining table. On the table, there are two potted plants: one in a brown pot and another in a white pot. In the background, there is a kitchen counter with various items, including a glass and a wooden cutting board. The overall aesthetic is clean and contemporary.

START WITH BRAND DISCOVERY



WHAT IS BRAND DISCOVERY?

Brand Discovery is the tool we use to uncover your true needs and formulate a strategy.

It's like hiring an architect to draw up plans for a building before beginning construction.

The Brand Discovery process is the secret sauce. When we truly understand your brand, your competitors and your target client, we can design the best possible solution for you.



gloryandbrand.com

The Brand Discovery process is organized into four meetings—scheduled a few days apart to allow us time to brainstorm, conduct research and create deliverables.

1

Meeting One is all about you, your business and what you stand for. It's about the details of what you provide and how your product or service is unique.

2

Meeting Two is about the people who buy what you sell. We talk about your most profitable clients—the ones you'd clone if you could. To define your brand, we must understand your client.

3

Meeting Three is about the connection point—where you and your clients meet. How do they find you? What should happen when they do?

4

Meeting Four is about solutions. At this meeting, you'll receive your deliverables—a summary of our recommendations.

After this meeting—if requested—we'll present a proposal to help you implement on the plan. Our services can include any combination of visual branding, web design and development, copywriting, marketing automation and/or print design.

Some businesses hire us for Brand Discovery as a stand-alone consulting service. This works well if you choose to implement everything in-house.



gloryandbrand.com

COMMON QUESTIONS

Where do the meetings take place?

We meet online, using Zoom. We'll send you a link to make it easy.

What kind of deliverables can I expect at the end of the process?

Deliverables are customized for every client, depending on where you currently are and where you want to go. We always start with key messaging points. These will assist you in making decisions around web and print copy, social media content, blog posts, testimonial questions and more. They're basically the answer to every question.

Other deliverables will include a home page wireframe (showing what should go where on the home page), strategy recommendations, a sitemap to plan the structure of the website, etc. The purpose of these deliverables is to provide a strategic plan for your upcoming project.

What is the fee structure for Brand Discovery?

We charge a flat fee for our discovery, which includes the meetings, accompanying research and all deliverables. We take a 25% deposit to reserve a start date. The remaining fee is due when we get started.



gloryandbrand.com

HOW DO I GET STARTED?

To reserve a date for Brand Discovery, [click here!](#)

1

Step 1. Add the Brand Discovery Deposit—25% of the Brand Discovery fee—to your cart and check out. Once you do that, your spot is reserved!

2

Step 2. We will reach out within one business day to schedule your four meetings. The balance on your Brand Discovery will be due before your second meeting.

Questions? Just ask!

Email hello@gloryandbrand.com to ask anything at all. If you prefer, we're happy to set up a call.



gloryandbrand.com