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Sample Brand Consultation Proposal

Note: The following is presented as a sample deliverable to demonstrate the type of brand strategy and consultation work provided by Consult J.C. Turner. It is based on real-world consulting, but all client-specific identifiers have been removed or adjusted for confidentiality.

Project Context

This proposal was prepared for a founder operating multiple wellness-related service lines, including organic beauty services, small-batch beverages, and holistic fitness offerings. The challenge was to unify these diverse offerings under a single brand identity while preserving the individuality of each service.

Brand Essence

“Glow From Within” – A unified lifestyle brand helping women radiate wellness, confidence, and natural beauty—inside and out.

Unified Brand Pillars

- Natural Beauty – Clean, organic treatments that highlight healthy skin without harmful chemicals.
- Nourishment – Handcrafted beverages designed to support vitality and gut health.
- Mind-Body Wellness – Movement and mindfulness practices that foster mental clarity, strength, and holistic healing.

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Suggested Brand Name & Tagline

[Sample Name] Wellness

Tagline: "Mindful beauty. Natural nourishment. Empowered living."

This structure allows multiple service lines to exist under one cohesive brand while maintaining clarity, cohesion, and a personal touch.

Visual Identity Recommendations

- Color Palette: Earth tones (soft rose, sage green, amber) to reflect nature and wellness.
- Typography: Minimalist fonts paired with soft handwritten or brush-style accents for warmth and personality.
- Imagery: Showcase glowing skin, sunlit beverages, and serene wellness practices in natural settings.

Client Journey Example

A potential client experience flow could include:

1. Joining a wellness session to ground and release stress.
2. Enjoying a handcrafted beverage afterward to restore balance.
3. Booking an organic beauty treatment to enhance natural glow.

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This transforms the business from a set of services into a holistic lifestyle brand for women seeking to nurture body, mind, and spirit naturally.

Deliverable Extensions

As part of brand consultation, clients are offered support with:

- Logo & Brand Board Development – Visual systems to embody the brand essence.
- Website Copywriting – Cohesive messaging across home, about, and service pages.
- Marketing Alignment – Integrating brand values into outreach, social media, and customer communications.

Sample Website Copy Excerpts

Home Page Hero Section

Glow Naturally. Nourish Deeply. Live Well.

"At [Sample Name] Wellness, true beauty begins within. From mindful movement to natural nourishment and radiant treatments, every offering is designed to elevate your glow—mind, body, and spirit."

About Page

"[Sample Founder] began with a passion for clean beauty and has since expanded into a holistic lifestyle brand rooted in nature, nourishment, and self-love.

Whether you're here to feel radiant in your skin, enjoy a gut-friendly boost, or reconnect through mindful practices, [Sample Name] Wellness is honored to be part of your journey."

Service Pages

- ***Beauty:*** "Organic, gorgeous, and guilt-free. Confidence without compromise."
- ***Nourishment:*** "Sip wellness. Feel the difference."
- ***Wellness Practices:*** "Breathe. Stretch. Transform."

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Value & Impact

This unified brand strategy allows diverse offerings to operate under a single identity, providing:

- Clarity – Clients understand how all services connect.
- Credibility – Professional, cohesive brand presentation.
- Lifestyle Appeal – Elevates services into a holistic customer journey.
- Scalability – A brand platform that supports future growth.

✓ This sample demonstrates how Consult J.C. Turner helps entrepreneurs and founders transform fragmented services into cohesive, scalable lifestyle brands that resonate with their target audience and reflect their mission.

Brand Transformation: Before vs. After

Before Branding

After Brand Consultation

Multiple services (beauty, beverage, wellness) marketed separately with little cohesion

Unified under one lifestyle brand with a clear essence: *Glow From Within*

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