



soulful brand



We build brand alignment within purpose-driven organizations

What we cover:

- Our Philosophy & Approach
- Our Core Services
- Who We Work With
- Who We Are



Our Philosophy & Approach

Resonance Starts from Within

We're guided by the philosophy that *to create resonance with your audience, first create resonance within your organization.* That's why, our method is not only designed to help you uncover and communicate the deeper purpose behind your work, but also embody the essence of what you stand for.

Most unique to our work is the depth of purpose that our clients access within themselves and the space we create to help them discover and align around the essence of their brand. We do this through individual and team conversations that blend a unique combination of brand strategy and leadership/team development.

A core philosophy of our approach is that every voice has some nugget of wisdom to share, even if only one person is ultimately making decisions. In our experience, deeper alignment among key internal stakeholders translates into marketing campaigns that foster greater external resonance with the right audience, and from there more new business.



Our Philosophy (continued)

What Benefits come from Resonance?

Over time, after witnessing certain shifts in our clients and observing larger players in the marketplace, we created the *resonance* model to explain why some organizations created deep connections when marketing their work while others had a harder time engaging their audience. For example, the more an organization as a group was...

- *Clear about their own sense of purpose and the value they were providing*
- *Able to talk about their work in a relatable way*
- *Embodying their values (i.e. practicing what they preached)*

... there seemed to be more synchronistic opportunities for them, such as:

- *More of their best-fitting customers were showing up to purchase their services*
- *Marketing campaigns were more effective and enjoyable*
- *New partnerships were formed*



Our Philosophy (continued)

How does Resonance work?

It's like when you pluck a guitar and the string vibrates at a certain frequency. All the other objects in the room that vibrate at the same frequency will begin to move—it's called 'toning'.

And with human beings, it's no different.

When organizations begin hitting their own tone (*so to speak*) while marketing, then the right people get attracted because they resonate with that tone.

Let's look at a visual representation of how we believe resonance works in a marketing context...



What Amplifies **RESONANCE** in Marketing?

BRAND INTENTION

(Knowing the tone of your organization)

*Having a clear
sense of purpose +
customer value*

Key ingredient in
the new brand
paradigm

INTEGRATED MESSAGING

(The language that helps
you express the tone)

*Using relevant +
relatable
language*

*Aligning with
our highest
selves & the
soul of the
organization*

BRAND EMBODIMENT

(The energy that you
embody as a spokesperson
and bring to marketing
decisions)



Our Core Services*

BRAND POSITIONING

- Brand Positioning Strategy
- Brand Discovery Workshops
- Core Messaging

STAKEHOLDER RESEARCH

- Existing & Potential Customer Interviews
- Internal Stakeholder Interviews

LEADERSHIP DEVELOPMENT

- Leadership Coaching
- Team Alignment Workshops

* *NOTE: We don't design logos, websites, or marketing materials but can connect you to our partners once the brand strategy work is complete.*



Who We Work With

Clients include:



We work with small and large organizations across a variety of industries such as: *technology, media, education, health care, and human development*. Below are some common characteristics our clients experience before working with us. Perhaps, you're currently experiencing one or more of these:

- You're already thinking or talking about branding or rebranding: a) an entrepreneurial venture, b) a team/division within a business, or c) a larger organization.
- Internally, you lack clarity and/or have a wide range of conflicting opinions around what you stand for and what's truly unique about your work, team, or organization in the wider marketplace.
- You're having trouble communicating who you are and what you do in a simple, relatable and resonant way with your audience.
- When selling or marketing your business (or team), you want to feel more confident in your communication, while remaining authentic.
- You have a socially conscious innovation, and/or you are shifting a paradigm in your industry (or within your organization).

[Client Testimonials](#) | [Client Stories](#)

Who We Are



[Ryan Rigoli](#)

Ryan Rigoli believes that, in business, inner wisdom is our most undervalued and game-changing resource. He is a co-founder, senior brand consultant, and leadership coach for *Soulful Brand*.

The question Ryan brings to every engagement is, “*How can the deepest wisdom within this organization, and its employees, be more fully expressed in its branding?*”

Ryan specializes in uncovering the essence of a brand, identifying how it can be best positioned in the marketplace, and ensuring the soul of the organization is infused in all of its communications. He has a unique ability to tune into what people, and organizations, are gifted at and use that in the service of their business and their customers.

Ryan has held leadership roles at *Yahoo!* and *Homestead.com* and launched a number of services into the marketplace, including *Yahoo! Local* and *Yahoo! Answers*. He has given talks at the *Stanford Business School*, *Wisdom 2.0 Conference*, *New Ventures West Coaching School*, and other online events on the topic of authentic communications in the marketplace for entrepreneurs and business leaders.

Ryan graduated with a B.S. in Earth Systems (Economics & Environmental Science) from *Stanford University*.

Who We Are



[Matthew Sloane](#)

Matthew Sloane believes the intention behind what's said is as important as the words being shared. He's a co-founder, senior brand consultant, and leadership coach for *Soulful Brand*.

Matthew previously worked with clients such as *Warner Brothers*, *Estée Lauder*, *Charles Schwab*, and *Nickelodeon*, focused primarily on brand identity and marketing materials. He has spoken at a variety of venues including the *Wisdom 2.0 Conference*, *NextSpace*, and *New Ventures West* integral coaching school.

His first in-depth study of intentional communication came from participating in a men's group for over 6 years—every week, meeting for 2 hours with 7 other men and a facilitator to more deeply understand what was and wasn't being said. As a result, he has cultivated an ability to give voice to his inner experience while helping others do the same.

Matthew specializes in designing processes that allow for learning and wisdom to emerge, setting intentions before taking actions together, and uncovering the deeper humanity and meaning behind a brand.

He graduated with a B.S. in English (Creative Writing) from *Skidmore College*.

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Let's get acquainted...

[Schedule a call with us >>](#)