



The Choice to Work with *soulful* brand

→ *for solo-entrepreneurs & new founders*

Soulful Brand is a brand strategy + leadership development firm preparing entrepreneurs + business leaders to **stand out with a unique message in their market, while staying true to themselves and their vision.**

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





What follows is information about us, our clients, and our services that should help you **determine your level of interest in working with Soulful Brand.**

Among other things, you'll learn:

- Who We've Worked With
- Our Philosophy
- Typical Client Outcomes
- Our Approach
- Services + Pricing
- **How to schedule a 'get acquainted' call with us**



Soulful Brand co-founders,
Ryan Rigoli (left) and
Matthew Sloane (right)

We take choice very seriously.

We never pressure anyone to work with us because we know what it's like to feel pressured. If at any point you feel something about timing or fit isn't quite right—and therefore don't want to explore working with us any further—that's totally okay. We trust you to trust your intuition.

If you do choose to **schedule a 'get acquainted' call with us** (*which you can do by following a link at the end of this document*) we can clarify our process as needed and then seek to uncover some shared intentions for our journey together.

You'll be glad you took responsibility for this choice. As a result, if we choose to work together, our engagement will be more energetically clean and clear.



Who We Work With



In April of 2011, we started Soulful Brand by offering our brand strategy + leadership development services to new founders, coaches and other kinds of solo-entrepreneurs starting out on their own or with one other partner. And while we work with organizations now as well, we've always enjoyed the depth of exploration that's possible with an individual or two.

Across all those we've worked with are some commonalities that you may relate to.

Given that our work is about brand strategy and core messages, most people seek us out when they are in a phase of launching or re-launching a brand. And we've noticed them coming from similar situations...



Who We Work With (continued)



They want to market themselves, but there's a set of bigger challenges they're facing first:

- *Lack of clarity about the uniqueness/value of their work*
- *Uncertainty of how to talk about their work in a clear and authentic way*
- *Lack of confidence as the messenger of a larger vision*

At some point, they recognize that they'll need to move into marketing and would love to expand their reach beyond their current network. But before they navigate that path, they see that these deeper challenges need to be addressed so they can later remain in alignment with any marketing they consciously choose to engage in. Given that there are a LOT of marketing experts telling them what to do, finding what is true for them will require a certain amount of self-knowing and trust in their intuition.



Who We Work With (continued)



Before working with us, people describe themselves as **being stuck with regard to marketing.**

They're wondering things like:

- *How am I unique in the marketplace?*
- *What's the deeper purpose/vision behind my work?*
- *Who is my audience?*
- *What's my core message?*
- *How can I remain authentic while promoting myself?*
- *In the midst of strong opinions about marketing that don't resonate with me, how can I follow my intuition?*



Who We Work With

(continued)

We also tend to work best with new paradigm-oriented founders. These are people asking themselves “*how can my work create a new paradigm for a better world?*”—which might be about forging a path for a new kind of system or a new kind of consciousness.

Here are two examples →



Michelle Stransky, *founder of Wisdom Women*

Paradigm Shift → From the energy of control and urgency to a more co-creative and emergent approach to building community projects, all nurtured and led by women.

- Read about Michelle’s journey:
[A Space for Visionary Women >>](#)



Claudio Ghiringhelli, *founder of Loonity*

Paradigm Shift → From a disjointed food distribution system with unnecessary middlemen and inefficient shipping routes to an online platform that supports direct relationships and meaningful connection between farmers, consumers, and the local community.

- Read about Claudio’s journey:
[A Champion for the Farmers >>](#)

We're forging a new paradigm as well



We work well with folks like Michelle and Claudio (*above*) because we can relate. Soulful Brand is supporting a new brand paradigm whereby the alignment and co-creative capacity of the human beings behind the brand is as important as the quality of the brand strategy and messages. We see our work as providing a clarifying experience for new paradigm visionaries that paves the way for their offers to be more easily adopted by the right audiences.

And speaking of the human beings behind the brand, here's a bit about us, Ryan and Matt, co-founders of Soulful Brand...



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 individual be more fully expressed in their 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 venture 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 is 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*.



Our Philosophy

RESONANCE: The Invisible Hand of Marketing

Over time, after witnessing certain shifts in our clients, we created the *resonance* model to explain why some people created deep connections when marketing their work while others had a harder time engaging their audience. For example, the more someone 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 clients showed interest*
- *They received more invitations to speak in public*
- *New partnerships were formed*



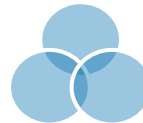
Our Philosophy (continued)

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 people, it's no different. After working together, when our clients began hitting their own tone (*so to speak*) while marketing, then the right people were getting attracted because they resonated 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 business)

*Having a clear
sense of purpose +
customer value*

*Using relevant +
relatable
language*

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

Key ingredient in the
new brand paradigm
(*aligning all internal
voices—see next page*)

INTEGRATED MESSAGING

(The language that helps
you express the tone)

BRAND EMBODIMENT

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



To resonate with your best-fitting audience, first resonate inside yourself.

In that **Brand Embodiment** circle (*previous page*), what exactly do we mean when we say “*aligning all internal voices*”—sounds a bit strange when we’re talking about someone who works alone, right?

Well, each of us has a complex psyche and sometimes aspects of our psyche split off and take opposing views (*i.e. one part of us thinks, “you should be more bold and declare what you stand for” and another part says, “no, people will think you’re crazy and won’t work with you.”*) These conflicting agendas within an individual can waste a lot of energy and create confusion that gets in the way of uncovering brand clarity and taking aligned action in your marketing.

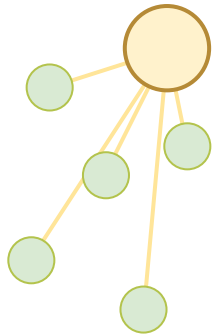
So with permission and respect for privacy and well-being, we’ll sometimes support our clients in a holistic way (*mentally, emotionally, and/or spiritually*) as we help them delve deeper to uncover and embody their unique purpose & vision. Our leadership development training (*we were both certified as Integral Coaches by New Ventures West in 2009*) supports this exploration and helps to restore our client’s natural capacity for resonance.

Brand Embodiment Coaching



For an example of how this inner work played out with one client, **Cara Jones**, listen this presentation of Ryan speaking at New Ventures West to fellow alumni: <https://vimeo.com/121639310> >> (*skip to minute 9:50 for the client example*)

Q: Branding & marketing is such a broad area—which part is Soulful Brand playing?



Sometimes marketers will help people get into the mindset of customers, which is good, but they may have preconceived notions about the way a business should be expressing that don't feel authentic for everyone. We've asked ourselves, *"How can we help our clients understand their own purpose and authentic voice while also getting into the mind of the customer enough, so they can hold both perspectives?"*

In answer to that question, we've focused on establishing the foundational piece—known as a **brand positioning strategy**—that the client and their contractors will work from. We aim to get our clients clear enough so they **become a stronger self-advocate** in communicating what they're about. That way they have enough self-understanding (*about what they stand for*) to feel good about the decisions being made with designers, writers, marketing strategists etc.

For example, even if you're talking to a website development expert and have no comprehension of their technical knowledge, you should still be able to trust your perspective and guide the expert along based on what's important to you and your message.

Here's a way we like to display our sweet spot as distinct from what our partners do...

Our Sweet-Spot



Establishing the foundational strategy for your brand



Client services:

- Brand Positioning Clarity
- High-Level Messaging
- Leadership Development

Which leads to...

- Sales + Marketing Readiness

What Our Partners Do

Design/development of websites, outreach/awareness building and customer acquisition programs...



Creating a common hub for your online presence



Planning how to reach your audience more effectively



Implementing audience engagement

Learning How Our Clients Benefit

Getting Feedback



About 3–6 months after every engagement, we have a conversation with a former client to find out how they're doing. We ask about their experience before, during, and after working with us. As a result, we've seen patterns in what they're getting from our engagement.

Clients tell us they walk away with things like:

- *A better understanding of how they're unique in the marketplace*
- *Their deeper purpose as a human being is more integrated into their business*
- *They're more able to promote their business with confidence and authenticity*
- *They're offering more clear direction to copywriters, designers & marketers*

And of course, this makes us very happy to hear.

Q: What is a “*brand positioning strategy*” exactly?

BRAND INTENTION



It’s an articulation of your deeper *brand intentions* that will affect future messaging, embodiment, and marketing practices. The document itself is a tool that people use to stay connected to their authentic self and inspire ideas for creative expression and/or marketing campaigns. It’s also a great tool to share when collaborating with others.

Let’s look at brand intentions in more detail. When we review websites or listen to speakers that are strong in their communications, they’re all drawing upon 4 key elements of their brand with clarity:

- *The **Why**, **Who**, **How** and **What** and a common thread known as an **Essence**.*

Here’s a more in-depth description of each piece...



Brand Positioning Strategy: 4 Key Elements to a Soulful Brand



WHY

The ***reason*** your business exists— what initially creates trust and resonance with your ideal customers



WHO

The core ***customers*** to primarily address in your messaging

- *Profile / Mindset*
- *Challenges*
- *Aspirations*



HOW

The ***way*** in which your business serves customers and the unique attributes that are common across your offerings



WHAT

Your packaged offers + customer take-aways or ***outcomes*** of engaging with your business —*i.e. the value they receive*



ESSENCE

The guiding light that exists within and ***connects*** all elements



For more on this methodology, get our free ebook,
[4 Key Elements to a Soulful Brand >>](#)

Q: What does the Soulful Brand process look like?



As we mentioned before, at the end of this document is a link you can use to schedule a conversation with us. Essentially, that conversation helps us understand your unique context and get aligned on intentions.

From there, we'll send you a personalized proposal and meet once more to review it with you. At that time, the decision is yours to make—you will either choose to proceed with us or not. And if you need to sleep on it, we will not hesitate to give you time to do so.

Should you decide to proceed with our engagement, we will follow a 2-session *Jump-Start* process that looks like this...



Jump-Start Process



ALIGN INTENTIONS

We all review **custom proposal**. If proceeding, you choose payment method for payment in advance of engagement.



1. SELF-ASSESS

You complete extensive **written prework** (1.5–4hrs). Ryan & Matt review your responses and prep for session #1.



2. EXPLORE

We all meet for **session #1** (2hrs, virtually)



3. REFLECT

You review session #1 notes. We select **pre-work** for session #2.



4. SELF-INQUIRE

You engage in the next pre-work (~1hr). We review your responses and **prep** for session #2



5. EXPLORE

We all meet for **session #2** (2hrs, virtually)



6. RECEIVE

We develop and send you a **brand strategy summary** (i.e. a reflection of what we uncovered together)



YOU + WE DECIDE

- a) *Continue on with additional brand sessions*
- b) *Move into messaging development*
- c) *Pause here*

Q: How much does the *Jump-Start* cost?

Our pricing is based on:

- *A unique ‘two-on-one’ style of coaching where nothing gets missed*
- *The time we take to focus on you as a client in between our meetings*
- *The depth of our work, both on calls and in the deliverables we provide*

Here’s how the *Jump-Start* pricing breaks out, along with potential follow-on services...

NOTE: Prices below are subject to change—make sure you download the latest version of this doc [from our site](#) or [contact us](#) to determine current pricing.

Jump-Start Brand Strategy

[Two 2-hr sessions]

\$1,500

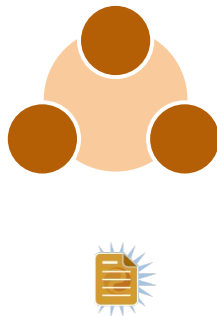


Brand Strategy Summary:
4–8 page document highlighting the most important aspects of your brand strategy (*the Why, Who, How & What*), uncovered after both sessions. These insights are drawn from our session notes + your prework.

Additional Brand Sessions

[1.5 hr sessions, as needed]

\$500 / session



Updated Brand Strategy Summary:
If you'd like more brand sessions, we'll also update the brand summary once those additional sessions are completed.

*KEEP IN MIND future cost ranges for other people you may hire:
Website Copywriting (\$500–\$1,000) / Website Design (\$500–\$5,000)*

Core Messaging

[Two 1-hr review rounds]

\$1,000



High-Level Messaging:

1) Business Descriptions

(written + verbal use)

2) Headlines

(for website and/or advertising)

Q: What have specific clients experienced before and after working with Soulful Brand?



We've told you a bit about the general patterns we've seen, both in what people are facing before working with us, as well as what they've typically walked away with afterwards.

Now, let's take a look at four specific examples of how Soulful Brand clients transformed their relationship to their brand, themselves, and (*as a result*) their marketing after working with us.





Michael Ansa, *coach, consultant & founder – Hyphen*

BEFORE

“As a coach & consultant, my brand no longer felt authentic to who I am and to my deeper calling. I was taking the clients I was being given rather than leading my life and my business from a place of purpose. I could also tell I had a book inside me that was related to this purpose, but it was not coming out.”

DURING

*“In working with Soulful Brand, **the focus began entirely on me as a person, before we got into my business.** Their approach allowed me to reconnect to my ancestry and stop leaving behind the unique leadership approaches I bring to my engagements.”*

AFTER

*“This work has unlocked possibilities that have a real financial impact—I’m **making better decisions that attract the right audience and the right dollars.** I’ve identified my core strengths and uniqueness beyond the obvious. I’m able to articulate my value with more confidence.”*



Isabelle Peyrichoux, *coach & founder – Brilliant Seeds*

BEFORE

*“I didn’t know what was unique to my brand. I wanted **to find my own brand voice.**”*

DURING

*“I was impressed with the quality of coaching. Instead of just meeting a concrete goal in the session, they helped me stay with the emotions coming up. That helped me **reveal a part of myself that was an important part of my brand.**”*

AFTER

*“There’s so much alignment between my brand and myself that **it’s just easy to present and explain.** I don’t have to work hard at it. My words just flow out naturally when I’m asked what I do.”*



Tiam Korki, *chief technology officer & co-founder – Pressboard*

BEFORE

*“As my co-founder and I were starting to follow our vision for Pressboard, we wanted clarity on questions like, ‘**what is the core of our brand?**’ And ‘how do we **present ourselves authentically?**’”*

DURING

*“Soulful Brand drew it all out of us—it’s like they took **our own intuition** and helped us put what we subconsciously knew into words.”*

AFTER

*“Now I’m less concerned about ‘selling’ our product because I can focus more on relating to customers with a genuine intention to help them. **So much of our brand is ‘in me’ now** – I’m more clear about what we’re doing and why we’re doing it. **We’re making better decisions and creating long-term relationships based on mutual trust.**”*



Michelle Gale, coach & author of "Mindful Parenting in a Messy World"

BEFORE

*"I wanted to write a book, to tell my story... to show parents you can have both a spiritual life AND a family. **I wasn't sure I had enough to say**, and I thought I had to do it all alone."*

DURING

*"Soulful Brand helped me understand my resistance, tap into the depth of insight and knowledge already inside me, and **see how my ideas, and who I am, all fits together.**"*

AFTER

*"In the end they helped me **turn my business into a platform for my voice.** Blog-writing and creating partnerships is now effortless for me. I've connected with an amazing editor and we're about to begin writing my book!"*



And now you are at choice, in your own time.

After reading and taking in all that we've shared with you up to this point, take a moment.

No matter what you're feeling, be sure to breathe...

What feels true for you—**are you interested in working with us?**

If so, schedule a 1-hr "Get Acquainted" call with us:

<http://soulfulbrand.com/schedule-call-with-us/>

PS: Before we meet, we'll ask you to fill out a brief questionnaire about how you're relating to your current brand to make the most of our time together.



Soulful Brand co-founders,
Ryan Rigoli (left) and
Matthew Sloane (right)

Next Steps (what to expect)

1. When we meet for a 1-hr call we'll take time to learn about you, share a bit about ourselves, clarify any part of our process as needed, and seek to uncover some **shared intentions** for our journey together.
2. After that, assuming there's still interest, we'll send you a **personalized proposal** and meet once more for 30 minutes to review it with you. At that time, the decision is yours to make—choosing to proceed with us will mean making a payment for the engagement in advance.
3. And if you need to sleep on it, we understand and will give you ample time to do so.



soulful brand



We hope that by sharing this information with you in advance that we've given you a chance to choose consciously what is most aligned for you at this time.

Regardless of your choice, we wish you well.

In co-creation,
Ryan & Matt

Let's get acquainted...

Schedule a call with us >>

<http://soulfulbrand.com/schedule-call-with-us/>

(click on the text link above)