

Brilliant brand breakdown!

Master the **three factors**
to a wildly successful brand



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Three key factors to a great brand

- 1 Soul (Know)
- 2 Story (Explain)
- 3 Splendor (Show)



Have to have:

- ① Soul (Know)
 - ② Story (Explain)
-

Nice to have:

- ③ Splendor (Show)
- 

1 Soul (Know)

1. What **problem** do I want to solve for people?
2. What do I **believe** in and stand for?
3. Why is this work **important** to me?
4. How is my approach **different** from anyone else's?

What do I believe in?
Why is this work important?

**Display a simple belief
statement to remind you
why you do what you do.**

A photograph of a modern conference room. A long, white, rectangular table is in the foreground. Behind it, a row of white chairs is visible. The wall is a solid blue color. On the wall, the text "Knowledge speaks, but wisdom listens." is displayed in a white, sans-serif font. Below the text is a small white horizontal line. To the left of the wall, there is a potted plant. The ceiling has a grid of white panels with black lines. On the right side, there is a window with a view of a city.

Knowledge speaks, but
wisdom listens.

② Story (Explain)

1. What's the **pain** you take away?
2. What do my ideal clients **struggle** with? What bothers them?
3. What are the **stakes**? What happens if this problem isn't solved?
4. What's the **solution** and why?
5. How do their lives get **better**?

What are the pain points?
What are the stakes?
How do I improve people's
lives?

Put these explanations
on your **website**
and throughout your
marketing.



**Most people
want to jump
ahead to style.**

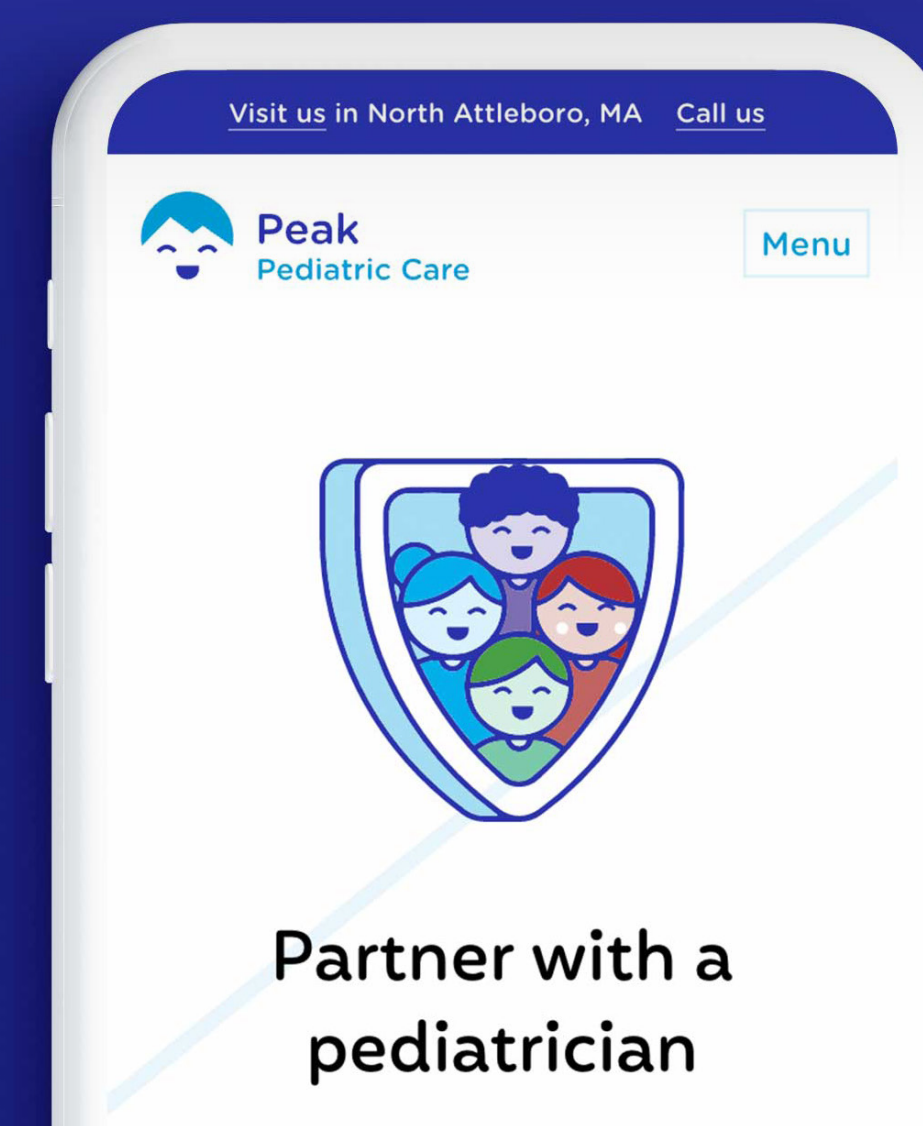
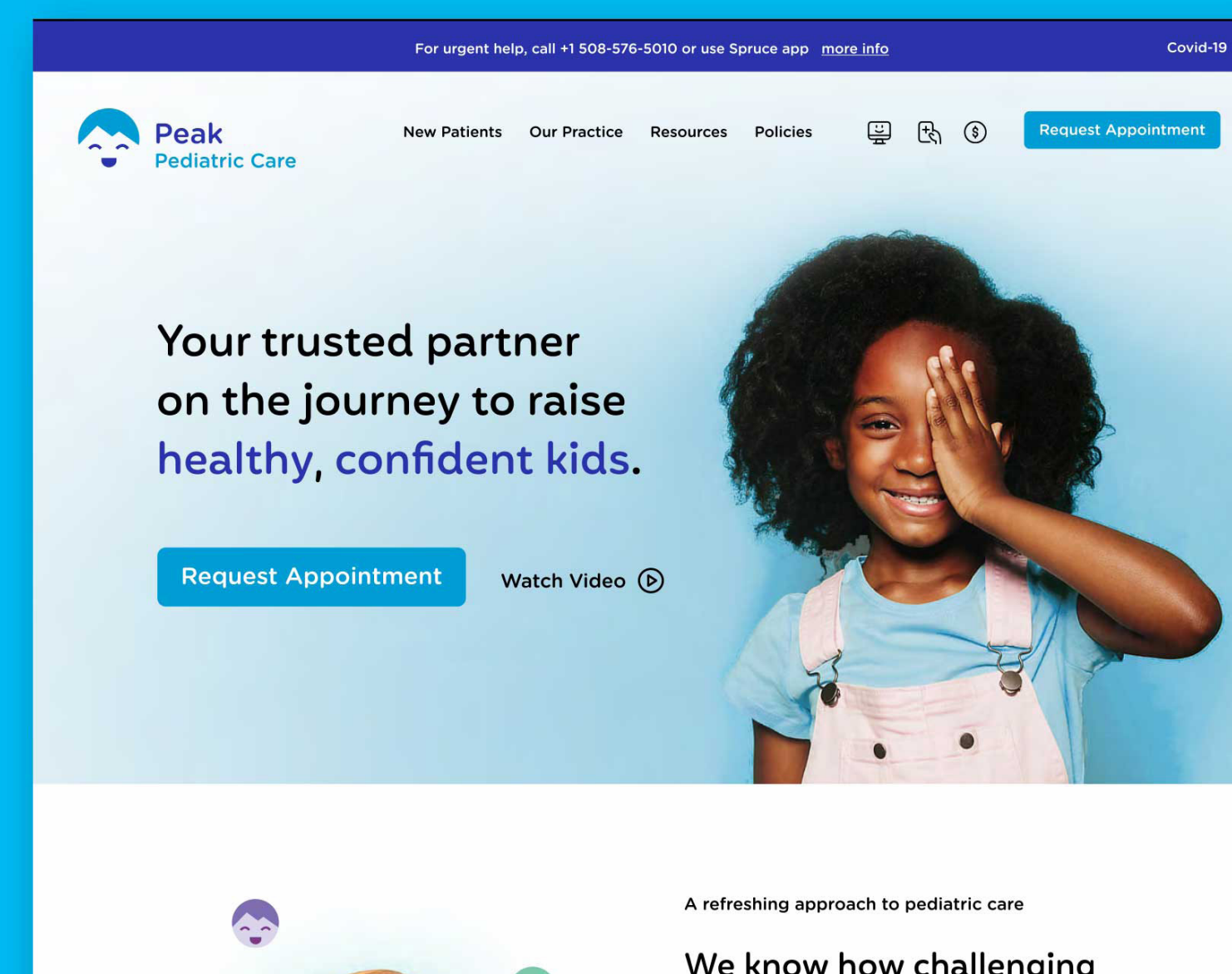
This is a **mistake** that will
leave you overwhelmed,
confused, and disillusioned as
you try to tackle design.

3 Splendor (Show)

1. What does my business personality look like? What's the **visual nucleus** (logo) that serves as the springboard for every visual message I share?
2. How can I use the elements in my logo (color, fonts, and artwork style) so that my website is a clear, compelling **amplification** of my logo?
3. How can I **curate** my story so that I don't overwhelm prospects and show only what's necessary? Be ruthless with deleting unnecessary content.
4. How can I use both this visual nucleus and story curation together to **market** my story effectively?

How can I best use the
elements in my logo?
How can I curate my story?

Work with a good
designer to develop a
visual system that will
flexibly support each
public message you share.



**Pave a path
for your client and
they will follow it**

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