

# HOLISTIC BRAND STRaTeGY

TWELVE WEEK PLANNER

OUTLINE YOUR GOALS,

ORGANIZE YOUR WORKFLOW,

AND BRING YOUR *big picture vision* TO LIFE

CO-CREATE YOUR *brand, business, and life* WITH

VICKY AYALA

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## **HOLISTIC BRAND STRATEGY TWELVE WEEK PLANNER**

OUTLINE YOUR GOALS, **ORGANIZE YOUR WORKFLOW**,  
AND BRING YOUR *big picture vision* TO LIFE...IN TWELVE WEEKS.

### **COLLABORATIONS**

If you work with private clients or sell offerings that are aligned with the contents of this book, and you would like to incorporate this book into your signature program, virtual course, workshop, and seminar, contact me directly at: ***collabs@vickyayala.com*** using the subject: **HOLISTIC BRAND STRATEGY TWELVE WEEK PLANNER COLLABORATIONS**

### **ORDERING INFORMATION**

Exclusive discounts are available on bulk quantity purchases (25 or more) by startups, organizations, professional groups, ERGs, retail boutiques, academia, corporations, etc.

For details, contact me at: ***wholesale@vickyayala.com***  
using the subject: **HOLISTIC BRAND STRATEGY TWELVE WEEK PLANNER: WHOLESALE**

Third Edition.

### **LET'S BE BRAND BESTIES**

Join me online, where I muse about entrepreneurship, mysticism, and the desire for wanderlust adventures that may or may not include my undying desire to live where there are palm trees.

Connect with me at **VICKYAYALA.COM** or on Instagram and Twitter **@VICKYAYALA**.





★ TURN ★  
IDEAS INTO  
REALITY

PHOTO CREDIT: UNSPLASH.COM/@MBAUMI

# INSIDE THE PLANNER

MONTH ONE:  
**BE BOLD**

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**TAKE A LEAP**

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MONTH THREE:  
**LEAVE YOUR MARK**

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WEEK SEVEN	<b>155</b>
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WEEK EIGHT	<b>173</b>
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WEEK NINE	<b>209</b>
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WEEK TEN	<b>227</b>
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WEEK ELEVEN	<b>245</b>
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WEEK TWELVE	<b>263</b>
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## GETTING STARTED.

This planner will guide you to **BE BOLD, TAKE A LEAP, AND LEAVE YOUR MARK.**

The entrepreneurial journey is often bumpy and full of plot twists, but you **WERE NOT** born to be ordinary. Use this book when you want support to step out of your comfort zone, get out of your way, and create the mold for your success. Organize your brand season and create a sustainable action plan that helps you be strategic with how you *pursue your goals & bring your big picture vision to life.*

*This planner is designed to help you cultivate a holistic brand strategy that aligns your passion and purpose with profitability.*

**ONCE A MONTH**, dedicate at least 90 minutes each month working on your strategy to have some of the basics tackled, including but not limited to **FORECASTING YOUR GOALS, PLANNING FOR PLOT TWISTS, TRACKING YOUR WEBSITE AND EMAIL STATS, PITCHING FOR GUEST WRITING, AND CULTIVATING YOUR AUDIENCE.**

**ONCE A WEEK**, dedicate at least 60 minutes to set intentions on your priorities to cultivate a **WEEKLY OVERVIEW** that is proactive with how you **FOCUS YOUR MARKETING, STORYTELLING, AND BUSINESS DEVELOPMENT EFFORTS.**

Use this time to *outline your email newsletters, draft your new blog post, and batch the creation of any graphics, audios, and videos* that you will use to promote on your website, social media profiles, and any other distribution platforms where you engage an audience.

What if there was another way to rock the entrepreneurial journey without the phrases *“fake it until you make it”* and *“imposter syndrome?”*

What if you don't have to *compromise your creativity & integrity?*

What if you could succeed without *“faking”* your talents, gifts, and bankable expertise?

This is an opportunity to step out of your comfort zone and record that controversial podcast, launch your group program for GenX peeps dealing with overwhelm, create socially conscious merch, and heal others with your ancestral magic. You can succeed at whatever you desire when you have the right strategy and game plan.

I look forward to seeing you on the other side of this extraordinary adventure known as *entrepreneurship!*

## FOCUS YOUR EFFORTS

**WHO WILL YOU BE *after 30 days?***

**HOW WILL YOUR BRAND AND BUSINESS FLOW *after 12 weeks?***

**WHAT WILL YOU CELEBRATE *after 6 months?***

Your **BIG PICTURE VISION** is supposed to be grand in scale but that does not mean you need to go from zero to 60 overnight. Realizing your vision takes time, energy, resources, and **STRATEGY**.

Give yourself the gift of consistency and be intentional about how you *align passion & purpose with profitability*.

As you use this planner – you will want to set your eyes on a few milestones. Your goals could include and is not limited to **CREATING AND/OR LAUNCHING** any of the following:

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|---|---|
| <input type="checkbox"/> <b>NEWSLETTER</b>            | <input type="checkbox"/> <b>SERVICE OFFERING</b>              |
| <input type="checkbox"/> <b>WEBSITE</b>               | <input type="checkbox"/> <b>GROUP PROGRAM</b>                 |
| <input type="checkbox"/> <b>ON-DEMAND/LIVE COURSE</b> | <input type="checkbox"/> <b>YOUTUBE CHANNEL</b>               |
| <input type="checkbox"/> <b>PODCAST</b>               | <input type="checkbox"/> <b>DIGITAL PRODUCT</b>               |
| <input type="checkbox"/> <b>ONLINE SHOP</b>           | <input type="checkbox"/> <b>TAROT/ORACLE/AFFIRMATION DECK</b> |
| <input type="checkbox"/> <b>BRANDED MERCH</b>         | <input type="checkbox"/> <b>SELF-PUBLISHED BOOK</b>           |
| <input type="checkbox"/> <b>GROUP MEMBERSHIP</b>      | <input type="checkbox"/> <b>VIRTUAL EVENT</b>                 |

You could also use this time to **FOCUS ON YOUR EXISTING BRAND AND BUSINESS** to do any of the following:

- |  |   |
|--|---|
| <input type="checkbox"/> <b>BUILD YOUR EMAIL LIST</b>    | <input type="checkbox"/> <b>PIVOT YOUR BRAND &amp; BUSINESS</b> |
| <input type="checkbox"/> <b>AMPLIFY YOUR VISIBILITY</b>  | <input type="checkbox"/> <b>ATTRACT CLIENTS &amp; CUSTOMERS</b> |
| <input type="checkbox"/> <b>CONSOLIDATE YOUR WEBSITE</b> | <input type="checkbox"/> <b>SECURE SPEAKING OPPORTUNITIES</b>   |

The purpose of this book is to guide you into **ALIGNED CONSISTENCY** so you can create structure with how you manage a daily workflow that allows you to show up with relevance to engage your brand, and *strategically aligned with your business goals*.

This book **WILL NOT** walk you through the process of scheduling your launch or organizing your creative genius. This book is a **PLANNER**. It will give you space to *identify your goals, create milestones, and outline your workflow* so you can leverage the worksheets to stay consistent with how you show up and show out for your brand + business.

Your ***brand, business, and life*** are all equal parts that work harmoniously to realize your **BIG PICTURE VISION.**

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



FOLLOW THAT DREAM



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Quintan



MONTH ONE

BE

BOLD

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*meditate on this...*

PLAN A COURSE OF ACTION  
FOR THE **FIRST MONTH.**

SET REALISTIC YET VISIONARY INTENTIONS  
AND *think outside of the box.*

PHOTO CREDIT: [UNSPLASH.COM/@ALEXAZABACHE](https://unsplash.com/@ALEXAZABACHE)

## MONTH ONE: BE BOLD

**LAY A FOUNDATION** for your vision and identify milestones that support your growth. Don't be afraid to think big. If your goal is easy to attain, then it's not bold enough. ***You won't get what you don't go for.***

### PLAN A COURSE OF ACTION

**SET REALISTIC YET VISIONARY INTENTIONS AND** *think outside of the box.*

### FORECAST YOUR GOALS AND INTENTIONS

**1.**  
HOW WILL YOU  
**LEAD WITH INTENTION?**

**2.**  
HOW WILL YOU  
**DISCONNECT FROM DISTRACTIONS?**

**3.**  
HOW WILL YOU  
**DIVERSIFY YOUR EXPECTATIONS?**

**4.**  
HOW WILL YOU  
**RESET YOUR ENERGY LEVELS?**

## PLAN FOR PLOT TWISTS

**POTENTIAL HURDLES.** What could potentially get in the way of your *big picture vision*?

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**PLAN B.** How could you mitigate these potential *challenges and obstacles*?

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**PLAN C.** Brainstorm on how you can evolve your vision in case you need to *pivot & change* your approach or goals.

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MONTH ONE: GOAL OVERVIEW

**BE BOLD**  
*and plan a course of action*

**IN FOUR WEEKS,** THIS IS HOW I WILL *measure success.*

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**BRAIN DUMP** WHAT NEEDS TO BE DONE.

### MONTHLY OVERVIEW

THEME	MONTH	FOCUS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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NOTES:





WAKE UP.  
KICK ASS.  
BE KIND.  
REPEAT.



WEEK FIVE *of 12*

# LEAD WITH INTENTION

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*meditate on this...*

WHO YOU ARE IS YOUR COMPETITIVE EDGE.

LEAD INTO YOUR MAGIC AND GIVE YOUR  
EXPERTISE THE SPACE IT NEEDS TO SHINE.

USE THIS WEEK TO *position yourself* FOR GROWTH.



# HOW DO YOU LEVERAGE DOWN TIME TO RECHARGE YOUR CREATIVITY AND RECALIBRATE YOUR VISION?

**EYE ON THE PRIZE.** BEFORE YOU START YOUR WEEKLY WORKFLOW, FREE WRITE IDEAS AND JOURNAL YOUR THOUGHTS SO YOU CAN STAY FOCUSED WITH YOUR BIG PICTURE VISION.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

[illegible]

### GET CLEAR ABOUT YOUR INTENTIONS

#### SUPER HIGH PRIORITY FOR THE WEEK

Start the week by setting intentions and *being clear about your expectations*. There is always **one** focus that you aim to accomplish. Everything else supports that one main goal. Should you find yourself with a never-ending to-do list, take a break to reassess your priority and make sure you are aligned with what **NEEDS** to get done this week vs what you **WANT** to get done.

You may not always have time to do it all so *be specific with how you allocate your time, energy, and resources*.

#### **NEEDS TO GET DONE FOR THE WEEK** BECAUSE DONE IS *better than perfect*.

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#### **WANTS TO GET DONE FOR THE WEEK**. TASKS THAT *would be nice to do*.

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FOCUS YOUR ENERGY

GUIDING INTENTION FOR THE WEEK

A SUCCESSFUL WEEK LOOKS LIKE THIS

WHO CAN HELP ME SHINE

WHAT WILL HELP ME THRIVE

**ACTION STEPS** THAT MAKE IT ALL HAPPEN WITH *flow, ease & peace of mind.*

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## WEEKLY OVERVIEW

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SUNDAY IS RULED BY THE **SUN**.

BE UNAPOLOGETIC ABOUT **SHINING YOUR LIGHT**.

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MONDAY IS RULED BY THE **MOON**.

LISTEN TO YOUR **INTUITION** AND LEVERAGE YOUR **IMAGINATION**.

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TUESDAY IS RULED BY **MARS**.

TAKE INSPIRED **ACTION** AND CREATE FORWARD **MOMENTUM**.

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WEDNESDAY IS RULED BY **MERCURY**.

COMMUNICATE WITH **INTENTION** AND HONOR YOUR **CURIOSITY**.

## WEEKLY OVERVIEW

THURSDAY IS RULED BY **JUPITER**.

BE OPEN TO RECEIVING **ABUNDANCE** AND GROW YOUR **KNOWLEDGE**.

FRIDAY IS RULED BY **VENUS**.

FIND **HARMONY** AND INDULGE IN **PLEASURE**.

SATURDAY IS RULED BY **SATURN**.

ORGANIZE YOUR **WORKFLOW** AND MANAGE YOUR **ROUTINES**.

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## WEEKLY NOTES

SOME  
THINGS  
TAKE  
TIME

40°03'34" N - 1°01'00" E

WEEK TWELVE *of 12*

# RESET YOUR ENERGY LEVELS

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*meditate on this...*

. \*NO.\* IS A COMPLETE SENTENCE. PRACTICE SAYING IT.

ROUTINES HELP CREATE NEW HABITS  
WHICH REINFORCE YOUR DISCIPLINE.

USE THIS WEEK TO *recalibrate your flow* AND REST.

### LINKEDIN UPDATES

LinkedIn is a networking platform to engage peers, brands, and identify opportunities to position your brand for thought leadership and collaborative projects. You can use this platform to pitch yourself as an expert, secure speaking gigs, and engage with the decision makers at companies you want to align with.

**STAY RELEVANT.** Keep your profile current and integrate any new milestones that could open doors and spark conversations about how you can amplify your expertise with the people who are ready to help you shine + thrive.

**KEEP YOUR PROFILES CURRENT.** INCLUDE ANY NEW TASKS, ACCOMPLISHMENTS, MILESTONES, ETC.

☐

**STRATEGIC CONNECTIONS.** LIST INDIVIDUALS YOU WANT TO CONNECT WITH ON LINKEDIN.

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**PITCH.** DRAFT YOUR POTENTIAL INBOX MESSAGE TO THEM THAT IS PERSONABLE, PRECISE, AND GENUINE.

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## PINTEREST UPDATES

LinkedIn is a networking platform to engage peers, brands, and identify opportunities to position your brand for thought leadership and collaborative projects. You can use this platform to pitch yourself as an expert, secure speaking gigs, and engage with the decision makers at companies you want to align with.

**STAY RELEVANT.** Keep your profile current and be intentional with the boards you create so you are engaging the right kind of consumer, one who pre-qualifies themselves to go through your customer journey process.

TARGET YOUR BOARDS. CREATE TWO NEW BOARDS THAT ENGAGE YOUR NICHE AUDIENCE.	
<i>Board Name</i>	<i>Board Name</i>
<hr/>	<hr/>
<i>Target Audience for this Board</i>	<i>Target Audience for this Board</i>
<hr/>	<hr/>
<i>Keywords to Use for this Board</i>	<i>Keywords to Use for this Board</i>
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<hr/>	<hr/>
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**BROWSE THROUGH YOUR ARCHIVES.** Select content from your blog and social media to populate these boards. If you need to create new content, outline below what you need to create for these boards.

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## SOCIAL STORYTELLING

### SOCIAL VOICE FOR THE WEEK

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**EMBRACE YOUR AUTHENTICITY.** Spend time planning out your visual story for social media. If a post looks cute but is not *relevant to your strategy*, then you are wasting an opportunity to engage with purpose. **YOU DO NOT HAVE TO COMPROMISE ON THE INTEGRITY OF YOUR VOICE FOR LIKES.**

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<b>INFORMATIONAL</b> WHAT KEY INSIGHTS ARE YOU SHARING?	<b>EDUCATIONAL</b> HOW ARE YOU SHOWCASING YOUR EXPERTISE?	<b>INSPIRATIONAL</b> WHAT ARE YOU SAYING TO EMPOWER OTHERS?
<b>PROMOTIONAL</b> HOW ARE YOU ENCOURAGING OTHERS TO BUY FROM YOU?	<b>COMMUNITY LOVE</b> HOW ARE YOU CAPTIVATING YOUR AUDIENCE TO ENGAGE?	<b>RESOURCEFUL</b> WHAT TOOLS DO YOU RECOMMEND?
<b>PRODUCT</b> WHAT CREATIONS ARE YOU SELLING?	<b>CONTENT</b> WHAT ARTICLES, VIDEOS, AND PODCAST ARE YOU SHARING?	<b>CO-SIGN</b> WHO + WHAT DO YOU WANT TO AMPLIFY?

## OUTLINE YOUR STORYBOARDING

### TEACHABLE MOMENTS THIS WEEK?

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**HONOR YOUR INFLUENCING STYLE.** Social media is also a distribution platform where you can showcase your knowledge. **YOUR EXPERTISE IS YOUR SECRET SAUCE.** Organize your video series for stories and/or reels so you *share your magic & amplify your magic* in an interactive and memorable way.

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<b>SOLO VIDEO <i>or</i> CLIP FOR REEL</b> DESCRIBE WHAT IS GOING ON IN THIS VIDEO STORY OR CLIP FOR REELS.	<b>SOLO VIDEO <i>or</i> CLIP FOR REEL</b> DESCRIBE WHAT IS GOING ON IN THIS VIDEO STORY OR CLIP FOR REELS.	<b>SOLO VIDEO <i>or</i> CLIP FOR REEL</b> DESCRIBE WHAT IS GOING ON IN THIS VIDEO STORY OR CLIP FOR REELS.
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THIS IS  
THE SIGN  
YOU'VE BEEN  
LOOKING FOR

# Hola & Welcome!

MY NAME IS VICKY, AND I AM A **STORYTELLER + STRATEGIST.**



I work with mission-driven brands, socially conscious businesses, and soulful entrepreneurs who want to create opportunities for aligned profitability. I am also the creative genius behind the **RENAISSANCE EMPRESS PODCAST** and the **SACRED JOURNEY ORACLE DECK.**

As a seasoned pro with over 15 years of experience in vocational counseling, web design and online marketing, I leverage my expertise to support businesses and individuals with *creating a holistic approach to building an intentional brand and business.*

Together we plan your big picture vision, outline your strategy, diversify your business model, spruce up your storytelling, and create a game plan for you to shine + thrive with intention. There is more than one way to play the game and I am here to help give you an intuitive approach to shining and thriving with your dope self.

I created this book to help you *navigate the entrepreneurial journey* with creativity and magic. Intuition is the best advisor you will ever have for your brand & business. Your gut instincts know what steps you need to take, what directions you need to pursue, and what efforts you need to amplify. However, amid entrepreneurial chaos, imposter syndrome, analysis paralysis, and information overwhelm – we can lose touch with that intuitive force that guides us on the right path.

*It's not just about building a website and crafting a kick-ass marketing plan. I show you how to cultivate a memorable brand & business by showing up as your authentic self.*

Join me at **VICKYAYALA.COM** to learn more about how we can co-create magic and navigate the entrepreneurial journey so that you have the *clarity, confidence,* and *courage* to *create* with *consistency* and **ALIGN PASSION + PURPOSE WITH PROFITABILITY.**

INSTAGRAM.COM/VICKYAYALA | TWITTER.COM/VICKYAYALA | LINKEDIN.COM/IN/VICKYAYALA





YOU'VE GOT A BRAND & BUSINESS THAT REFLECTS **YOU**.

*Now let's make sure you can keep it thriving!*

**HOLISTIC BRAND STRATEGY TWELVE WEEK PLANNER**  
WAS CREATED TO HELP YOU STAY ORGANIZED  
WITH A HOLISTIC BRAND STRATEGY THAT IS  
**ALIGNED WITH CONSISTENCY. CREATIVITY, AND EASE.**

OUTLINE YOUR HUSTLE AND FOCUS  
YOUR WORK TOWARDS GOALS THAT  
*keep your brand & business relevant.*