

KIA YOUNG  
Brand Messaging + Marketing Strategist



*legacy branding:*

# MAKING CONNECTIONS OVER IMPRESSIONS

1

KIA YOUNG  
Brand Messaging + Marketing Strategist

*does branding feel like...*

**A PEDESTAL? *or* A ROADBLOCK?**



2

KIA YOUNG  
Brand Messaging + Marketing Strategist

*my promise to you...*

**YOU'LL WALK AWAY WITH:**

- Understanding the necessity of a Legacy Brand
- The 4 Keys that are essential in uncovering your Legacy Brand
- How to clarify and refine the 4 Keys
- How to organically integrate your Legacy Brand into your work

**PAVING THE WAY TO MAKING DEEP, LASTING CONNECTIONS  
THAT IMPRINT YOUR LEGACY WHEREVER YOU GO.**

3

KIA YOUNG  
Brand Messaging + Marketing Strategist

*hey there!*  
**I'M KIA**

Brand Messaging + Marketing Strategist  
Founder of Compel Strategies.

Ultimate Mission is to help others find their path to their most joy-filled life, which means their work has to truly work FOR them.

Passionate about: Travel, Finding The Best Restaurant In Town, Nature, Relationships, Tea, Cozy Socks

... and Compelling Communication.



4

## Compelling Communication Starts With Knowing What Makes You Unique.

#WhatMattersMost

5



*Unicorn is the uniform you put on Eyes  
on you when you perform*

ALIEN SUPERSTAR

3D structured gown embroidered with  
crystals

UNIQUE

6

*personal brand*

defines and promotes what you stand for as an individual.

7

What do you want to be known for?

*#WhatMattersMost*

8

**YOU ARE SO MUCH MORE THAN YOUR  
CAREER. SHOW UP AS YOUR FULL SELF.**

#WhatMattersMost

9

*legacy brand*

organically communicates why what you do and  
the way you do it is the right fit for the right person

10

## A LEGACY BRAND IS AN EVOLUTION INTO YOUR NEXT LEVEL

#WhatMattersMost

11

### *4 essential keys*

- knowing your **UNIQUE approach** to your industry
- understanding your "perfect ten" **dream clients**
- leading with your core **values and beliefs**
- sharing what **success** looks like

12

## 4 ESSENTIAL KEYS

*Key #1*

**Your unique approach to your industry**



13

## CO-CREATING A MORE JOYFUL AND JUST WORLD



### THE NEW FASHIONED CO.

Let's be clear: we don't work with just anyone.

The core reason we can be "All In" with our clients is because we genuinely believe in your message.

We know your voice is necessary, as is your joy.

Through elevating both, the world becomes a better place.

It's why we are selective about who we partner with and how we center our values.

Learn more about The New Fashioned Co. and our clients.

[OUR STORY](#) 

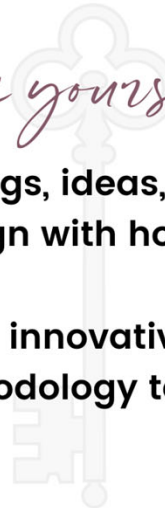
[thenewfashioned.co](https://thenewfashioned.co)

14

*ask yourself:*

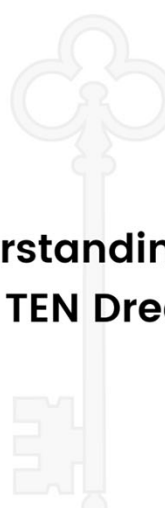
**What are the things, ideas, systems, structures  
that do not align with how you do things?**

**What's new and innovative that allows your  
methodology to shine?**



*key #2*

**Understanding your  
PERFECT TEN Dream Clients**







17

KIA YOUNG  
Brand Messaging + Marketing Strategist

## 4 ESSENTIAL KEYS Clarify + Refine

*ask yourself:*

- Where is your ideal client on their journey?
- What is challenging them?
- What lights them up?
- What do they want out of life?
- What are they searching for?
- What do they believe about where they are right now?
- What does success look like for them?

18

## PERFECT TEN DREAM CLIENTS

### Ideal Clients

#WhatMattersMost

19

*refining process:*

- What made working on Client A's project feel simple?
- What made Client B's project feel difficult?
- When looking at the group of clients with the best results, what did they have in common?
- When looking at the group of clients who struggled to implement the strategies you designed, what did they have in common?

20

*ask yourself:*

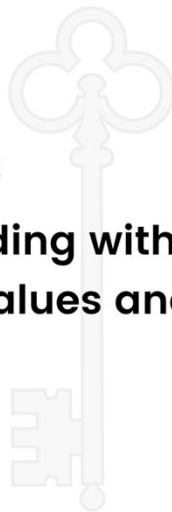
**How can I put myself in the position of being  
making empowered choices?**



21

*key #3*

**Leading with your  
core values and beliefs**



22

## CO-CREATING A MORE JOYFUL AND JUST WORLD



### THE NEW FASHIONED CO.

Let's be clear: we don't work with just anyone.

The core reason we can be "All In" with our clients is because we genuinely believe in your message.

We know your voice is necessary, as is your joy.

Through elevating both, the world becomes a better place.

It's why we are selective about who we partner with and how we center our values.

Learn more about The New Fashioned Co. and our clients.

OUR STORY →

[thenewfashioned.co](https://thenewfashioned.co)

23

KIA YOUNG  
Brand Messaging + Marketing Strategist

### 4 ESSENTIAL KEYS Clarify + Refine

*ask yourself:*

- What core values and beliefs do I have?
- What do people who know me believe that I value?
- How do those values and beliefs show up in my work and interactions?
- How important is it that the people I work with and for have those same values?

24

### 4 ESSENTIAL KEYS

Key #4

## Sharing what success looks like



25

*"The New Fashioned Co. is home to me for everything marketing, PR and communications."*

Whatever your marketing, PR and/or communications needs may be, The NewFashioned.co is your answer. I am happy to chat further with anyone who would like to ask me more about my experience in working with Kristin. I continue to work with her and have no intentions of ever going anywhere else. Kristin and TheNewFashioned.co is home to me for everything marketing, PR and communications.

—Jess Ekstrom  
Author of Chasing the Bright Side

**Monique Floyd**  
March 15, 2022 · 🌐

@bncnews appearance is a WRAP! Thank you for tuning in and for all the love. 🥰❤️🥰

Who knew that being myself... photographing women from all walks of life (not just models), and teaching them how to take selfies 📸 as the gateway to self love and self trust would lead to the life that I'm creating for ME!

Keep living your DREAMS people... DO the things that SPEAK to you and they will eventually speak for you!

I'll be posting some clips soon. Lots of LOVE and thanks to my people and the fab team over at The New Fashioned Co.

**The New Fashioned Co.**  
April 3 at 1:50 PM · 🌐

Did you know April is Financial Capability Month (previously Financial Literacy Month)? A month dedicated to encouraging individuals to learn and use financial skills effectively to become financially smart! And the best news is, we have 2 clients who are helping folks get there!

- On the personal finance side, Ange Matthews of the Happy Investor Method has more than a decade of investing experience and a passion for helping others reach the wealth they desire. Most of all, she wanted to make investing accessible and FUN for all. So she founded the Happy Investor Method to share her findings and help other powerful people experience powerful wealth.
- For individuals and families looking for ways to save and build better financial futures for themselves and their loved ones, Director of [America Saves](#), Kia McCallister-Young, is on a mission to help Americans become financially confident resilient. Through her work, she's been able to help individuals change the way they think about saving AND create better financial habits.

Cheers to these New Fashioned clients and to those devoted to helping us all achieve financial wellness!

26

## 4 ESSENTIAL KEYS

Clarify + Refine

*ask yourself:*

- What do people gain by working with me?
- How do I tell these stories?
- How can I encourage those who've benefitted from our experience working together to tell their stories?
- What will resonate most with my perfect ten dream clients?

27

## INTEGRATE + COMMUNICATE YOUR LEGACY BRAND

*4 essential keys*

- knowing your UNIQUE approach to your industry
- understanding your "perfect ten" dream clients
- leading with your core values and beliefs
- sharing what success looks like

*= your brand message*

28

**INTEGRATE + COMMUNICATE  
YOUR LEGACY BRAND**

*optimize your marketing*

- Bio
- Elevator Pitch
- Social Profiles
- Content creation
- Presentations
- Website Copy
- Media Pitching

29

**INTEGRATE + COMMUNICATE  
YOUR LEGACY BRAND**

**Your Legacy Brand allows you to confidently  
and organically speak to your perfect people,  
because it's intrinsically YOU.**

**In turn, people will connect with you because  
they know you, like you, and trust you.**

#WhatMattersMost

30

*i promised you...*

**YOU'LL WALK AWAY WITH:**

- ✓ Understanding the necessity of a Legacy Brand
- ✓ The 4 Keys that are essential in uncovering your Legacy Brand
- ✓ How to clarify and refine the 4 Keys
- ✓ How to organically integrate your Legacy Brand into your work

**PAVING THE WAY TO MAKING DEEP, LASTING CONNECTIONS  
THAT IMPRINT YOUR LEGACY WHEREVER YOU GO.**

31

**ASK ME ANYTHING!**

*i'm an open book.*

32



KIA YOUNG  
Brand Messaging + Marketing Strategist

*be social!!*

Stay connected with me  
**@itskiayoung**



Email me: [kia@kiayoung.com](mailto:kia@kiayoung.com)  
Collaborate with Me: [kiayoung.com](http://kiayoung.com)

