



# **NIX THE NICHE AND BRAND YOURSELF USING EMOTIONS**



WITH  
**JENNY AMBROSE**

Wanna amp up your brand before a new product launch or attract better clients? Either way, branding can help. Our course expert Jenny Ambrose of Puree Fantastico will help us do just that in Nix the Niche and Brand Yourself Using Emotions. Here's the secret: while branding is generally a visual experience, it's really all about eliciting emotions. Learn how to use branding as an ethical, natural, and magnetic tool in order to get folks to buy from you.

## Nixing the Niche and Finding Your Brand

- Tap into your authenticity to create the perfect brand.
- When you set the experience through branding that you want people to have, you're acting like a beacon – drawing customers to you.
- Branding is a perpetual process, and it will change over time.
- Whenever you get in a branding rut, change up your routine or search for inspiration outside or on Pinterest to help.
- Pay attention to the language you're using on social or in messages about your brand.
- Use the overall experience of how you want people to feel as the cornerstone of your brand. Copy and visuals should support that.
- Your brand: Like it, own it, work it, have confidence behind it.

### About Jenny Ambrose:

Jenny Ambrose is an award-winning artist, designer, and polymath dedicated to being solution-oriented, relentlessly joyful, curious, and enthusiastic about leaving things better than she found them. Find her at [Purée Fantastico](#).

## QUESTIONS TO CONSIDER WHILE WATCHING THIS COURSE:

1. How does your current brand feel? What does it sound and look like? Describe the experience of your current brand.
2. Now, answer the same questions for your idea of the perfect brand.
3. Find three things on Pinterest to help you refresh your brand.
4. What language are you using when responding to messages or on social media?





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**BUSINESS HUB**

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