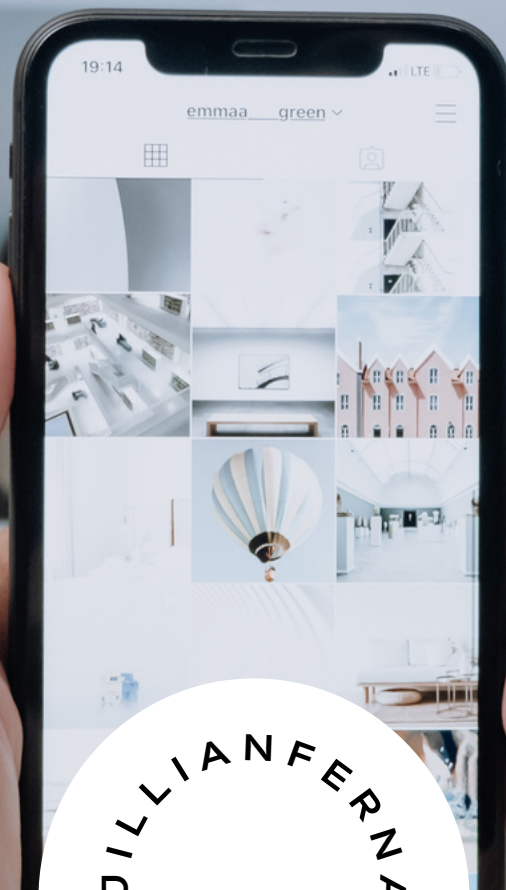




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CREATING A COMPELLING TEACHERGRAM BRAND

for teacherpreneurs

WWW.JILLIANFERNANDEZ.COM



Hi, friend!

I'm SO EXCITED to share how to create a compelling teachergram brand image designed especially for you. I am THRILLED you chose to invest your time and energy in this resource, and I promise that it will provide a ton of value to your teacherpreneur journey on Instagram!

LET'S GET THIS PARTY STARTED...

Brand building is not always a simple task. Nothing you do that's worth it will ever be simple, otherwise it wouldn't be worth it! These things will not happen overnight, but it is a process that will be significant to the growth of your business. Building a brand will result in why your customers will continue to come back to you for more which can lead to more resources to create, word-of-mouth referrals, advocacy for your products or services, and a steady increase in sales baybayyy. Let's get into all the goodness!

HERE'S A GLIMPSE OF WHAT WE'LL COVER:

- **Intentional Branding:** Your Instagram should feel like you! We'll focus on creating an authentic presence that shows off your teaching philosophy and draws in your dream audience.
- **Goals & Values:** Let's get clear on what you stand for and how that translates into your Instagram presence. Setting strong goals and values will help you connect with the right followers who align with your mission.
- **Know Your People:** Who are you talking to? Understanding your ideal audience's needs, struggles, and preferences makes it easier to create content they actually want to see (and engage with!).
- **First Impressions Matter:** Your Instagram should be clear, recognizable, and easy to find. We'll make sure your profile looks polished and professional while still feeling totally like you.
- **Building Community & Reputation:** Your audience follows you for a reason... let's foster a positive, engaging space where they feel connected, valued, and excited to learn from you.
- **Bonus: Optimize Your Brand!** Want to boost your visibility and engagement? A cohesive brand aesthetic makes your content instantly recognizable and keeps people coming back for more!

INTENTIONAL BRANDING

Branding is wayyyy more than just a color scheme. It's the story you tell your audience. It's the personality of your business coming to life. Intentional branding connects you to your audience on a deeper level through amplifying emotions & generating experiences. It's the mark you leave in your audience's memory.



THE BREAKDOWN:

LACK OF INTENTIONAL BRANDING LEADS TO...

- a **confused audience** & a confused audience won't buy **blending in** with other teacherpreneurs around you
- **lack of consistency** in your story a **disconnect** between your audience & brand
- lack of pull to engage with your content
- a lot of work with **little return** on investment

It's not always about having the right answers, but knowing the right questions to ask yourself.

WHY IT'S IMPORTANT TO BE INTENTIONAL WITH YOUR BRANDING...

- To build a strong **visual identity**
- Be **recognizable** even without a logo or name attached
- Separate your identity from other teacherpreneurs
- Tell a visual **story** to your audience and speak to your ideal customer in THEIR language
- Connect with your audience on an **emotional** level
- Create a **magnetic** pull with your ideal audience
- Visually communicate your **value**
- Leave a lasting **memory**

BRAND GOALS

What are your current top goals for your branding?

Examples: Building trust, authority, connecting on a deeper level, standing out, attracting your ideal audience.

CORE VALUES

What are your brand values?

Examples: Honesty, Authenticity, Playfulness, Knowledge, Accountability, Transparency, Passion, Flexibility, Open mindedness, Abundance, Curiosity. *Feel free to be more descriptive.*



#SpillingTheTea: Your branding should be AUTHENTIC AF. Cut out the illusions & icky tactics you've been taught. If something doesn't sit right with you, it's probably not authentic to you. Your audience feels when you are trying to put on a show that isn't genuine. Illusions hurt your business way more than they help. Check-in to see where you may feel unaligned in your business, & course correct.

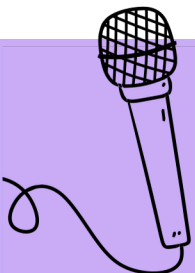
WHO IS YOUR BRAND SPEAKING TO?

Who is your ideal customer?

Demographics, Who they are, What they do, What they want, Where are they giving their attention? What do they care about? What are their dreams? What are their struggles? *Tip: Talk from the point of view of the customer. I am... , I struggle with..., I want...*

What kind of language do they use?

It's important to know who you are talking to so that you can speak THEIR language. Will they understand the terms that you are using? How professional do you want to sound? or does your audience resonate with a more laid back feel? Consider generational differences as well.



SING THEIR LYRICS: Do you think Backstreet Boys were singing to 40-year-old men? No, they spoke the language of young teens who became RAVING loyal fans.

BRAND BASICS

Brand Colors and Hex Codes:

Brand Mood:

Examples: Calm, Peaceful, Energized, Bold, Minimalist, Playful, Earthy, Vibrant.

Why should your audience listen to you?

What is your unique perspective? What makes you stand out?

Why should your audience buy from you?

What is unique about your offers? What value & benefits do they provide? How are you positioning yourself as an expert in your field?

INTENTION & CLARITY

We have to remember that a brand is NOT what you personally believe your business is. A brand is what **others** perceive your business as. A brand is your businesses reputation. It's the **gut feelings** people experience when they view your content or work with you. It's the conversations that others have about your business when you aren't around. It's the type of culture and community that you create & nurture.



THE BREAKDOWN:

Let's dive into crafting a Relationship Culture in our Teachegram, shall we?

Here's what I want you to ask yourself when it comes to your interactions on the gram:

- How do you navigate networking and build connections?
- Are you someone who walks the talk and follows through on commitments?
- Do you strike a balance of giving and receiving with your audience?
- How do you authentically nurture your connections?
- Are you being intentional with how you engage with others to AUTHENTICALLY build relationships and networking opportunities?

Reflecting on these questions gives you the lowdown on your relationship game. Adjusting as needed helps create a positive and genuine vibe on Instagram. Building relationships here is more than a transaction—it's about engaging, supporting, and sharing value. Whether it's dropping thoughtful comments, sharing useful info, or teaming up on projects, it's all part of fostering a community. Remember, it's not just about you; it's about co-creating a space where everyone lifts each other up. Invest in those connections, and watch your Instagram journey become a thriving adventure!

INTENTION & CLARITY

When your ideal customer FIRST comes onto your Instagram, how do you want them to feel? What value will they immediately receive?

How do you want people to feel after they have scrolled through your content? What emotions, thoughts, & feelings will they leave with?

When people speak of your brand when you aren't around, what do you want them to be saying? How do you want them to speak about your brand to others? This is your brand reputation.

What do you want people to remember your brand by?

OPTIMIZE YOUR BRAND

Create a Consistent & Recognizable Brand Before Posting

Before you hit publish, let's make sure your brand identity is clear and cohesive across all your content. A strong brand helps your audience recognize you instantly, builds trust, and makes your Teachergram feel more polished and professional.

How to Check Your Brand Before Posting:

One of the easiest ways to evaluate your brand is to look at your content as if you're seeing it for the first time. Ask yourself:

- Does this content reflect my brand's personality, values, and mission?
- Are my colors, fonts, and style consistent across posts?
- Would someone immediately recognize this as mine, even without my username?

If the answer is no or not quite, it's time for a brand refresh!

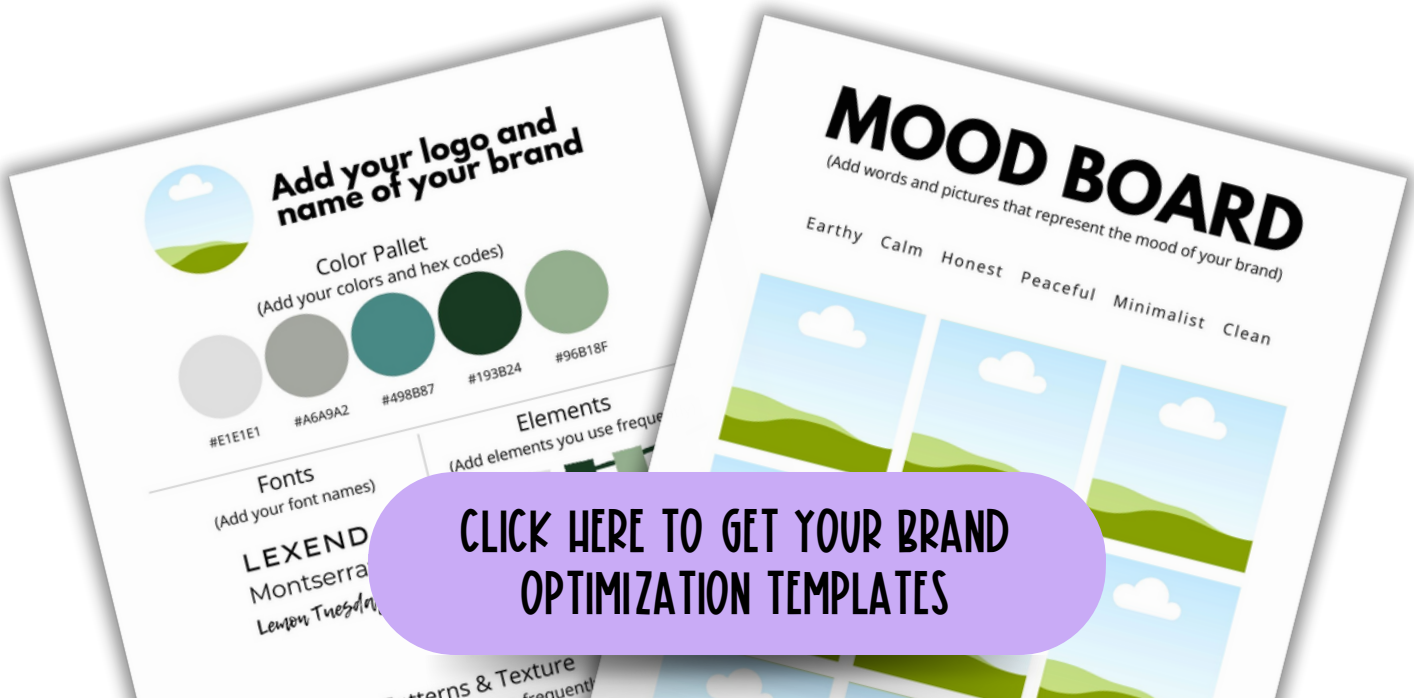
ACTION STEP: Create Your Teachergram Brand Board

Use the Brand Optimization Templates to define and document your visual identity so your content stays on-brand every time.

Your Brand Board Includes:

- **Mood Board:** Choose words, colors, and images that capture your brand's vibe.
- **Color Palette:** Define your brand colors to create a cohesive Instagram aesthetic.
- **Fonts & Elements:** Select typography and graphic elements that align with your brand personality.
- **Patterns & Textures:** Identify any design details that make your brand feel uniquely you!

The more consistent your branding, the easier it is for people to recognize and remember you!



CLICK HERE TO GET YOUR BRAND
OPTIMIZATION TEMPLATES

Notes