

UNREAD

OPEN YOUR MIND AND POCKET THE WORDS

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CONTENTS

MINDSET & PRODUCTIVITY

- 02 How To Stay Productive
- 06 The Five Minute Journal | + GIVEAWAY
- 11 Public Speaking: Overcoming the Fear

HOW-TO

- 13 Build Your Personal Brand
- 19 Freelancing: A Starter's Guide
- 21 Get the Most Out of Social Media
- 26 Podcasting: The Why, Who and What

ARTS, CRAFTS & DESIGN

- 33 The Magic of Plants: Homemade Treats
- 39 Bullet Journaling: A Beginner's View
- 44 Becoming an Interior Designer

WRITER'S STUFF

- 50 Editing Your Novel Like a Pro
- 55 Traditional Publishing: A Real Experience
- 59 'My Road to Publication'
- 61 Podcasts: Our Invisible Audio Friends

COLOURFUL HUMANS

- 64 Sara Meadows | ILLUSTRATOR
- 69 Charly Clements | ILLUSTRATOR
- 75 Paperboat Documentaries | VIDEO CREATORS
- 82 Metin Salih | ARTIST
- 88 Fried Cactus Studio | CREATIVE STUDIO
- 92 Do That Thing | CREATIVE MENTORSHIP
- 96 Dima Rizk | DIMA GLOBAL
- 101 Natalie Fedechko | CREATIVE ENTREPRENEUR
- 106 Tucum | FOR THE COMMUNITY
- 110 Carl Tuléus | JOURNALIST
- 113 Sana Adnan | BAKER ENTREPRENEUR

Click the
titles to read!

CREATIVE THOUGHTS

- 118 Being Original: Inspiration or Plagiarism?
- 123 Creatives: Chronic Empaths?
- 125 Dull Your Concerns

MENTAL WELLBEING

- 127 Food my Comfort, Food my Enemy
- 132 Shame and Creativity
- 136 How to Relax Your Body and Mind
- 142 Man Enough

CREATIVE WRITING

- 150 Call Me By Your Name | VANEETA KAUR
- 154 Best Bus Buddy | SARAH GHANI
- 157 We Had Parted Ways in April | CHHAVI ADITYA
- 159 Future, Part II | TARA LUNE
- 166 A Sunset Between Kabul & Syhlet | SHAZMEENA
- 174 Unsaid: Some Class | FAIZA AZIZ

BOOKISH STUFF

- 177 Diversity & Representation in Harry Potter
- 183 Review: Stronger, Faster & More Beautiful

TRAVEL BITS

- 186 Travel Blogger: Radhika Sharma
- 190 Solo Travelling; What is it Really Like?
- 194 Travel Guide: Rome

TIPS ON HOW TO BUILD YOUR PERSONAL BRAND

BY FEDERICA PECIS & FEDERICA ATTANASIO

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WE ARE F



Founded almost two years ago, by Federica Pecis and Federica Attanasio, We Are F is a full-service digital marketing boutique helping female entrepreneurs and female-founded brands grow and expand using digital marketing.

*"Instead of focusing on a specific industry, as many other marketing agencies do, we decided to focus on something that matters a lot to us: **female empowerment**. We believe that, with powerful branding and well-structured digital marketing strategies, every female-founded brand can attain its full potential and grow at a pace that's right for them. Our mission is to close the gender gap, helping female entrepreneurs succeed and grow their brands.*

We met on our first day working at a digital marketing agency in London. It was friendship at first sight. After a while of working together, we realised that combining our expertise and aptitudes would result in a fiercely powerful duo."

Federica A. has a background in fashion and branding, while **Federica P.** previously worked as a Digital Marketing Manager in the auto and financial industries. Federica A. loves designing, storytelling and all things visual, whilst Federica P. loves creating strategies and diving into numbers and data.

These days, with the continued growth of social media, the importance of having a strong brand identity cannot be overstated, especially if you work in creative fields as a photographer, designer, or copywriter. For these groups, it has become harder and harder to stand out of the continually-growing crowd.

SO WHAT IS BRAND STRATEGY?

Well, a brand strategy is best defined as the method you intend to build, shape, and develop your brand's voice. It's how you articulate what your brand aspires to be, the purpose it serves, and how you communicate that message to the world at large. It's a regimented plan for business success.

One of the most important points we stress during our one-to-one digital coaching program is to explain, in depth, what your brand strategy should be. With a series of questions, we can determine how best to position your business and identify what your brand proposition and values are.

Here you'll find 7 tips on how to build an effective brand strategy that will leave your competitors by the wayside.

1. ASK YOURSELF, WHY ARE YOU DOING THIS?

The very first thing you should ask yourself is, what the aim of your brand is. The best way to do this is to identify your mission, vision, and values, by answering some fundamental questions:

- Why does your company exist?
- What does your company do?
- How and why you do it the way you do it?

Let's say you're a wedding photographer, aiming to make your client's wedding day look like a beautiful fairy-tale, ready to be showcased in Vogue magazine or on national billboards.

You might want to start by communicating the above, as well as adding that you're offering special packages for certain times of the year, or any other additional value you can provide your clients. Tell them why you are the best at doing what you do.

2. DO YOUR RESEARCH

The beauty of digital is that nowadays you can find next to ANYTHING online, including your competitors. No one is telling you to copy someone else's ideas verbatim, risking becoming a boring continuation of that status quo. **Our advice to you is to be smart, do some research and let other brands' successful strategies inspire you and learn from their failures to avoid making the same mistakes.**

While you're at it, look to identify any gaps in their strategy and add something extra to your service that no one else has ever done before. Following the lead of brands similar to your tone of voice and propositions can really help to expose your business, provided you're not just a carbon copy of your competitors.

3. IDENTIFY YOUR TARGET AUDIENCE

Now that you have answered the fundamental questions regarding your brand's identity, try and **ask yourself who you are doing this for? Or more simply, who is going to use your service?**

Get yourself a pen and paper; picture and describe who your ideal customer will be. Will it be an adventurous woman in her 30's or a lazy middle-aged man? Write their stories, their interests and finally, their needs. Identifying what they want and when they want it, will be key to determining how you market yourself effectively.

4. DEVISE A BRAND STATEMENT

This goes all the way back to the first point. Bring together the answers to the questions you initially asked yourself, about your vision, mission, and values and then trim it until you have something punchy enough to gain your user's attention.

Ultimately, this will say in a few words, who you are and why you are different. During the editing process it can be easy to trim it to the point that it's unrecognisable, so never lose sight of the answers to your original questions.



5. CREATE A LOGO AND A COLOUR PALETTE

Try and picture in your mind, just for a second, your personal favourite brand. You'll probably realise that the well-disciplined visuals of the brand are one of the first things to come to mind. This is why it's super important for you to have a logo that encapsulates your brand's essence at a glance, along with a recognisable colour palette and fonts to match.

Having an instantly recognisable style is something that you need to decide early on and will absolutely have to stick to across the entirety of your brand's communications. By not sticking to a single message, you risk confusing your customers and even losing their trust; this is all about familiarity.

6. CREATE A BRAND BIBLE

When it comes to content and communication, you'll need to establish a uniform way to talk about your brand; both internally and externally. Ensuring that everyone in your organisation has access, and adheres to, the same brand bible is an excellent way to do this.

First, you'll need to make sure that you've identified some universal guidelines in terms of style, message and tone of voice. Next, collate this info in one document, that is easily accessible.

This will help you to not only keep in mind who you are as a brand, but also provide a very useful tool for your team to refer to. Remember, when you're communicating, consistency is the key.

7. PUT IT OUT THERE

Now that your baby is ready and your brand's story is dying to be told, it's time to use all the available tools on the market to showcase your work. Make sure you create your website and social media pages to display your work, maintaining your tone of voice, mission statement, and visual style. Always be consistent; if you are, then it's very hard to go wrong.

For details go to www.weareeffe.co.uk/coaching
and use the promo code:

“MADEFORUNREAD”

for 20% OFF.