

Premium Pricing *Checklist*





- ☐ Outline & brand your signature service
 - ☐ Name it something memorable
 - ☐ Offer it to beta clients if you need to test your process
- ☐ Collect proof points
 - ☐ Testimonials, case studies, client results
 - ☐ Degrees/certifications
 - ☐ Influencer endorsements
- ☐ Position it properly
 - ☐ Speak directly to your ideal client
 - ☐ Refine your design
- ☐ Make it irresistible emotionally
 - ☐ Know the “most valuable need” your product/service fills
 - ☐ Figure out the emotional benefits you provide
 - ☐ Refine your process (brand experience)
- ☐ Offer your product at different levels

Need help with this process?

That, friend, is what I do.

(CLICK THERE!)



KAYE PUTNAM



**HI, THERE! MY NAME IS KAYE
(LIKE THE LETTER).**

Entrepreneurs hire me to
define their brand strategy.

*But really, I help them see
themselves more clearly.*

Here's what I'm NOT: a designer. The design is just the tip of the iceberg in your brand. It would be a huge disservice to you to only focus there. And I'm definitely NOT a guru. I research, read, hypothesize and test everything psychology-driven branding so you don't have to.

I help entrepreneurs like you build brands that are in demand by uncovering the innate truths that drive you. I'll help you connect with your clients & customers on an emotional, gut level. We'll use a powerful cocktail of intuition, timeless archetypes, and psychology to define your brand's most powerful message.

After working together, you'll feel clear & confident about stepping into your greatest work. Your ideal clients will be attracted to that clarity like a magnet, and will be ready to buy.

