

# monkeymade

Brand Strategist & Storyteller

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Try Pitch





# Something feels stuck.

You've launched your brand & have been in the game for a while now.

But something feels disconnected & you find yourself trailing off the beaten path.

You know the business you dreamed to run is not what it is right now.

But you can't quite put your finger on what the problem is.



# It's the entrepreneur's struggle

I get it.

Running a business is hard, especially when you're busy managing everything to keep it going smoothly.

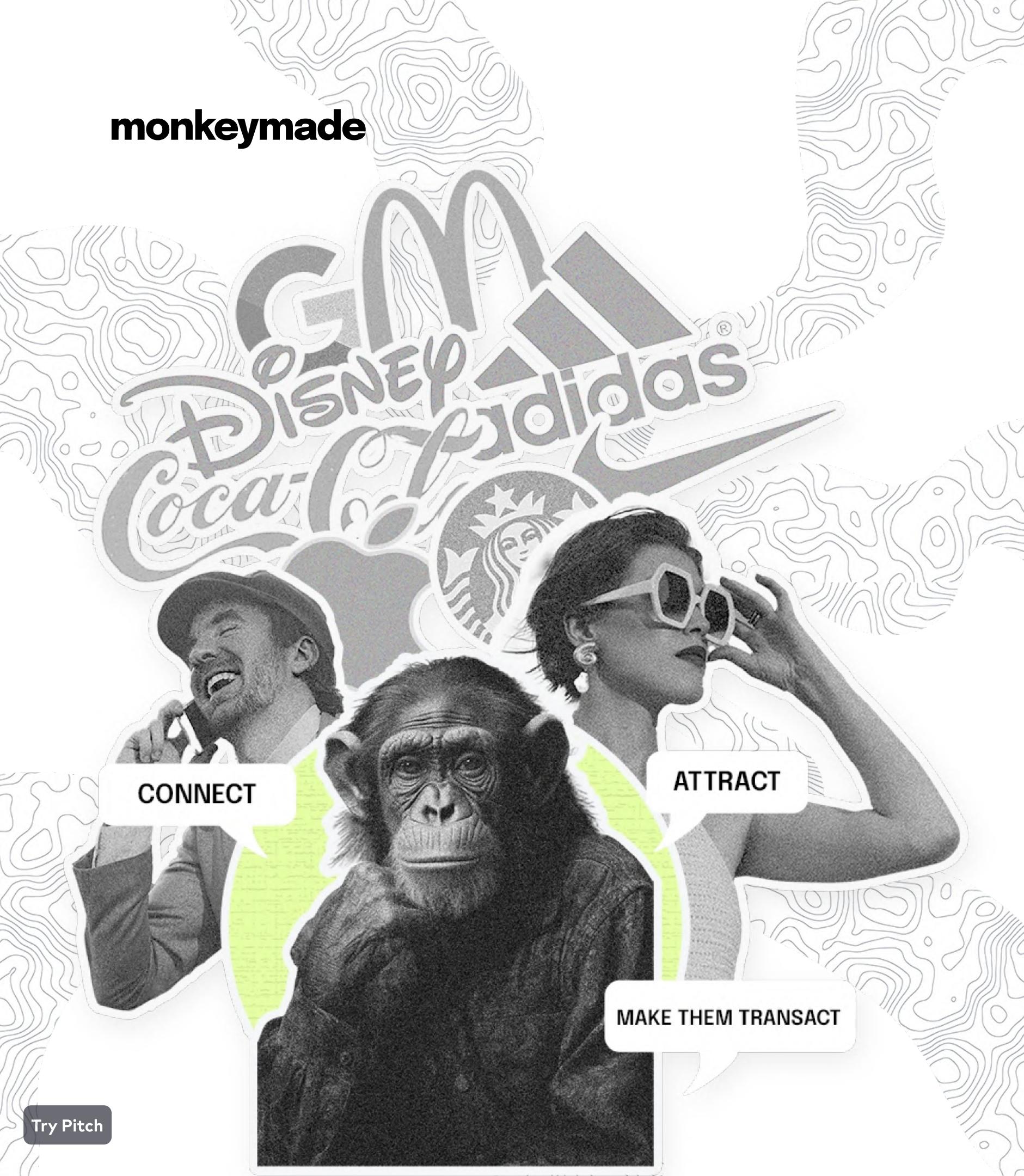
You've tried countless solutions to make it succeed, but you are running out of time to nail down strategies that will make your brand stand out.

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**The most challenging part is  
figuring out how to build a  
sticky, memorable brand**

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# It's time to summon your inner storyteller

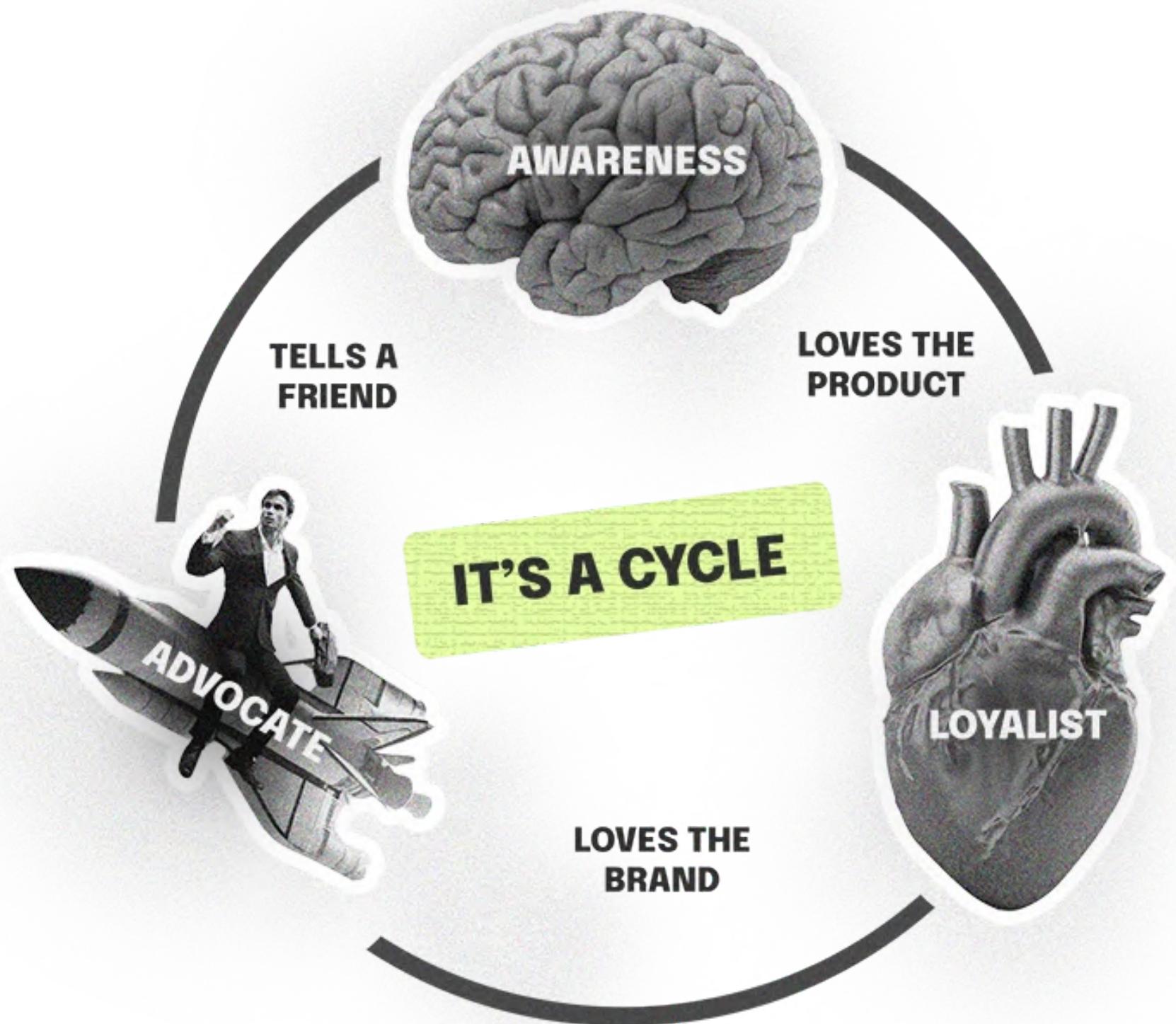
Since our hairy ape days, living in caves and hunter gatherer communities, storytelling was a means for survival.

It's a profound, intrinsic part of our DNA to be moved by stories.

The brands that you love personally have been able to tell stories that resonate with you.

Now it's your turn to craft stories that resonate with your audiences.

# I believe in brand storytelling because...



- ▶ **Stories fuel emotion**  
Creating strong ties between you the owner, your customers, and teams.
- ▶ **Emotion drives action**  
Driving customers to engage and transact with your brand.
- ▶ **Action creates change**  
Building a tribe that connects and resonates with your mission.

# It's a **brand strategy framework** that helps you...

## ► **Forge real connections**

Empower customers as brand heroes by uncovering their stories, fueling your brand's essence for smarter decisions ahead.

## ► **Find your uniqueness**

Identify the special traits of your brand that makes it impactful to the right people.

## ► **Inspire purpose**

It goes beyond identity-building, fostering a genuine connection to your brand for a clearer sense of purpose.

## ► **Reach team alignment**

Define the values and manifestos you live by that shapes the way your brand operates and inspires within.

## ► **Tell your story**

Unlock your passion's hidden potential and shape it into a legacy-inspiring vision.

## ► **Plot your brand journey**

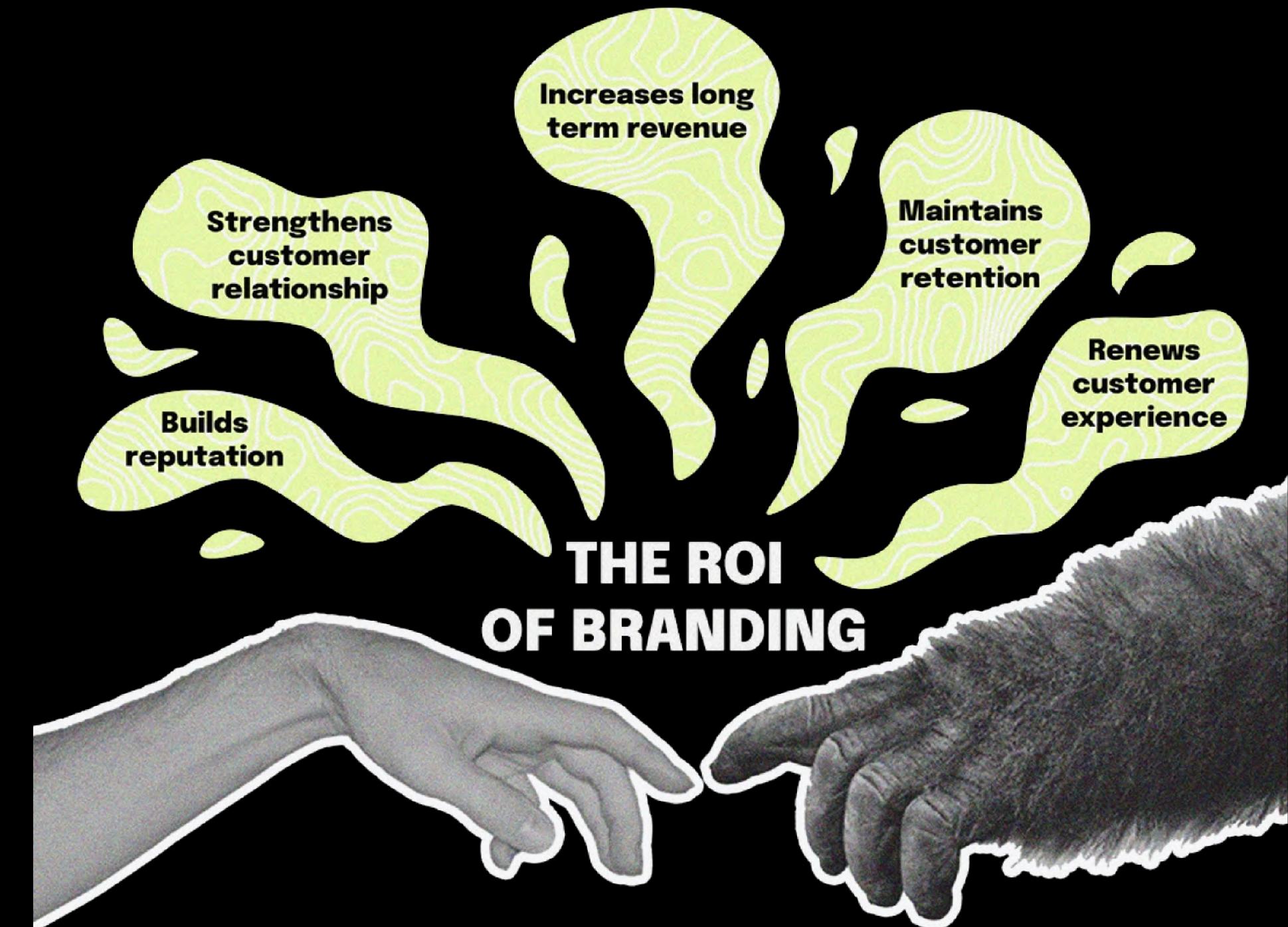
Chart a course that aligns with your brand and grasp the steps forward while honouring your narrative.

# Eyes on the prize

There's no such thing as the wrong brand strategy.

Only efforts that don't have a clear purpose or proper direction.

Personally, I'm an advocate for essentialism & intentionalism. That means I'm a no-hanky-panky strategist and will focus on what your brand *really* needs.



# The Brands I've helped recently



# Driven & Impacted

Kind words from my partners

“

[Monica] strategically moves you through the Branding process to help you connect your true goals to the brand, messaging, and creative look and feel.

“

[Monica] is a very dedicated branding consultant and never fails to declutter my thoughts, goals, and visions for my brand that it eventually helps out in my personal life.

“

Not only was she able to understand the vision we're looking for clearly, she [Monica] also asked all the right questions to make sure the images fit exactly to our needs.

**Dr. Klyne Smith**

Founder, YourNextSteps-US

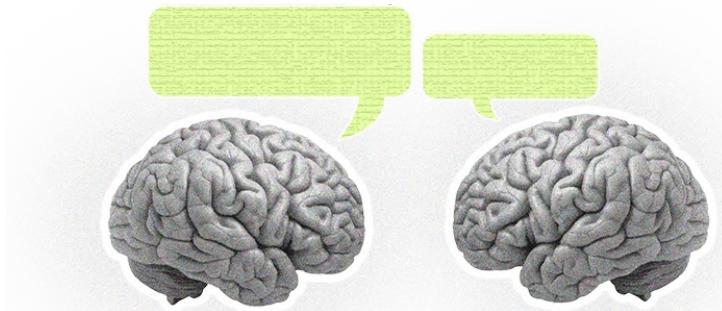
**Sharon G. M. M.**

Founder, Vamitch Creative

**Lim Su Jane**

Founder, SuJane.co

# How do I approach strategizing with you?

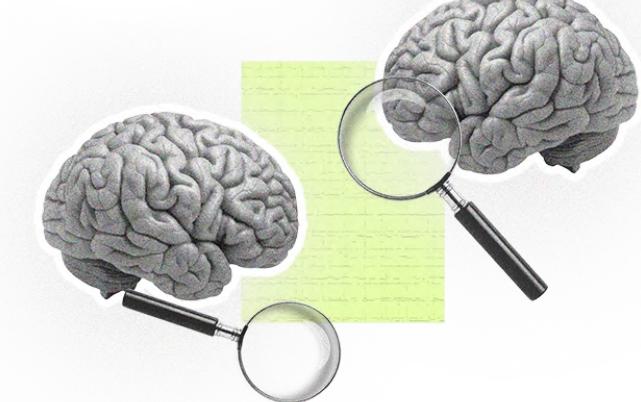


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## Uncover

Start off with the most important conversation that will enlighten us on the real problem at hand.

I'll approach with strategic questions to get everyone on the same page so we can spotlight the problems to solve.

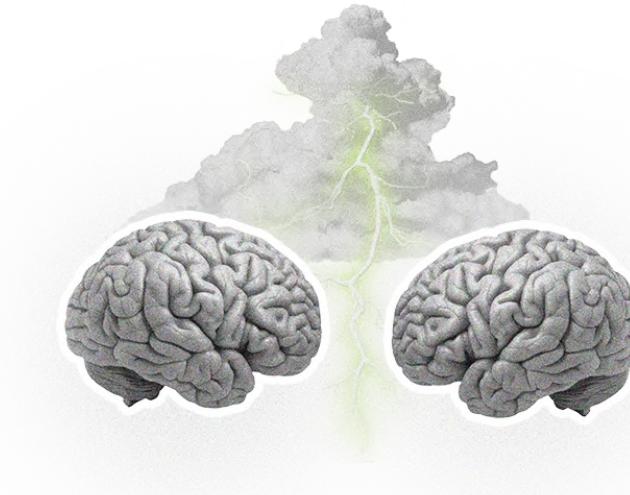


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## Discover

We'll go through a series of strategy sessions specifically curated to solve your problems.

As we scale through the framework, thoughts and ideas will be organised into proper segments for a better picture of your vision.

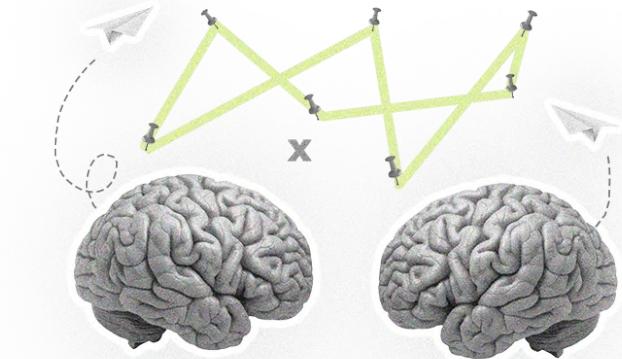


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## Brain power

A solid plan moving forward is crucial. Combined with your insights and my expertise, we will strategize a direction for your brand to reach the ideal vision that you have.

This one feels like a fog clearing out of your line of sight.



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## Sticky hour

What's next?

We'll plot a journey to take your brand to the execution level. Designing it in a way that provides support for you and your team to bring those strategies to life and watch your brand grow.



# One last note...

## ► I am not a research company

No running of interviews will be done by me. If you have data at your disposal, I am ready to assist by offering my perspective.

## ► I am not a social media manager

Though socials are a big hit in brand marketing, there are others who hold a forte in that area. I will offer contacts that you can refer to.

## ► No creative brief = no design

I am brand head through and through, and that means any design I create has to follow a strategic blueprint prepared by you or me.



# Ready to own your brand story?

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[Website](#) / [LinkedIn](#) / [Instagram](#)

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[Book a call](#)