

FAITH TO START AND BUILD

ewib

CONFIDENT WOMEN IN BUSINESS

Building a Business with
Purpose, Clarity & Courage

ONLINE | 13 May 2026

12:00 – 13:30

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You are part of what you pack





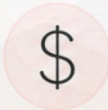
Marketing *your business*



"Here's what I offer."



"Here's why it's good."



"Here's the price."



The business has a brand.



Personal *marketing*



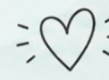
"Here's who I am."



"Here's how I think."



"Here's what I believe about the work I do."



And so do you.

vs.



Where is your identity *rooted?*



What people think

You'll constantly adjust yourself to fit the room.



Results

You'll only feel confident when things are working.



Comparison

You'll never feel like you're enough.

But when your identity is *rooted in the Lord...*



You show up secure

Not to prove yourself —
but from a place of already being enough.

SHOWING UP BECOMES PURPOSE.



⚡ Don't leave yourself out of the bag. ⚡

Ask yourself:



..... ● When someone encounters my brand... ?
do they also encounter me?



..... ● Does my content and presence... ?
sound like a real person — or a brochure?



..... ● Am I letting people see how I think... ?
what I value, and why I do what I do?



Building from the inside out

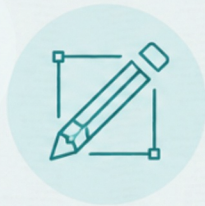


They are not the same thing.



Brand identity

The who and why — purpose, values, personality, tone, positioning



Visual identity

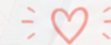
The translation — colour, typography, imagery, layout, graphic elements



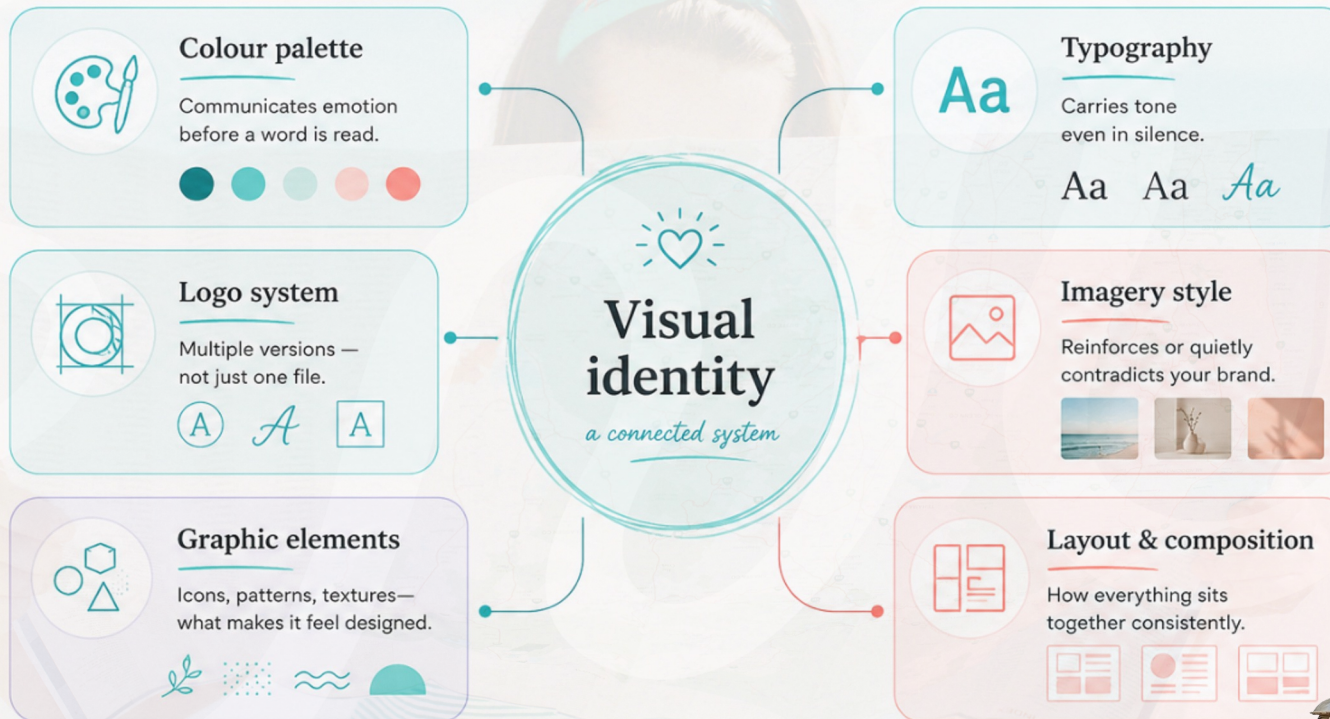
Logo

One recognition tool — one piece of a much bigger system

*Different
roles.
All
connected.*



Visual identity is a system — *not just colours and fonts.*



💖 When every part is grounded in brand identity...
your audience recognises you before they even see your name. 🌿



≡ The *right* order — always. ≡

STEP 1



Brand identity

The thinking.
Who are you? What do
you stand for?

STEP 2



Visual identity

The translation.
Strategy becomes
something visible.

STEP 3



Logo

The result.
A mark that fits the
system beautifully.



Start from the inside. Let the outside follow.

When you get the order right, every decision gets easier.



Think about someone you deeply admire.



Their character



Values. Beliefs.
The way they show up.

= *Brand identity*



Their appearance



How they dress.
How they carry themselves.

= *Visual identity*



Their face



How you recognise them.
But not why you admire them.

= *Logo*



It's not their face you admire.

It's everything behind it. Build your brand the same way.



Show Up in Every Season



Marketing is every touchpoint where someone *experiences* your business.




"Social media is one channel" — not the whole message.





Being busy and being visible


are not the same thing.

When you're busy...

 Work is flowing


 Schedule is full


 Marketing gets set aside


 *But future clients can't see you.
And your pipeline is quietly drying up.*


VS.

What staying visible does...

 Plants seeds for 3-4 months ahead

 Keeps your brand alive in people's minds

 Turns busy seasons into proof

 You don't need to do more.
Just enough to stay present.

“ Work fills your schedule. Visibility fills your pipeline.
A thriving business needs both. ”





When you're busy...



Capture proof of work as it happens



Share behind-the-scenes moments lightly



Send a warm check-in to a past client



Protect the quality of your client experience



Let your delivery generate word-of-mouth



What you're building toward...



A pipeline that doesn't dry up suddenly



A brand people remember when they're ready



Referrals that arrive naturally and warmly



Momentum that carries into quieter times



Less of the feast-or-famine cycle overall



The quiet season is not a pause.

It's where the next chapter gets written.



Reconnect

Human, relationship-driven actions



Reach out to past clients warmly



Follow up with quiet leads



Build referral relationships



Show up in your community



Write one piece of thought leadership



Build assets

Things that work for you long after you make them



Refresh your website and messaging



Document a case study or client story



Start or *grow* your email list



Create a resource or guide



Refine your proposals and processes






Pick one from each side. Just one.

And start there.






Show up *faithfully* — in every season.

In busy seasons

-  Capture what's already happening
-  Let your work and delivery speak
-  Stay present — even lightly

In quiet seasons

-  Reconnect with warmth and intention
-  Build your brand and your future
-  Show up *faithfully* — in every season

“ There is a time for everything — a season for every activity. ”

ECCLESIASTES 3:1

What you plant in the quiet is what *blooms* when things get busy again.

