



BRAND ENHANCEMENTS GUIDE

Services that sit alongside brand and web design to help you show up consistently and grow into what's next.



TRACEY NYEMBA
WWW.BTNCREATIONS.CO.UK

WELCOME

Welcome To Your Brand Enhancements



I'm so glad you're here.

This collection was created for business owners who care about the details — how their brand looks, how it works, and how it makes people feel. Everything in this guide is here to support you, whether that's getting clearer on your strategy, refreshing your visuals, or improving how your clients experience working with you.

I believe your brand should reflect the real you, the work you do and the standard you hold yourself to. These services let you choose what you need most, adding more depth and polish to your brand at your own pace.

Think of this as a way to strengthen what you've already built, tighten up how you show up online, and create something that feels genuinely, recognisably yours. Thank you for trusting me with your business. It means a lot, and I'm excited to help you take it further.

— Tracey

Handwritten signature of Tracey.

BRAND ENHANCEMENTS

CLARITY, DIRECTION & PLANNING

04 - 08

A focused set of offerings to help you organise your thoughts, sharpen your message, and move forward with confidence.

VISUAL DESIGN & BRANDING

09 - 16

The visual side of your business, done properly. Everything you need to look consistent, professional, and recognisable wherever people find you.

WRITING & PUBLISHING

17 - 18

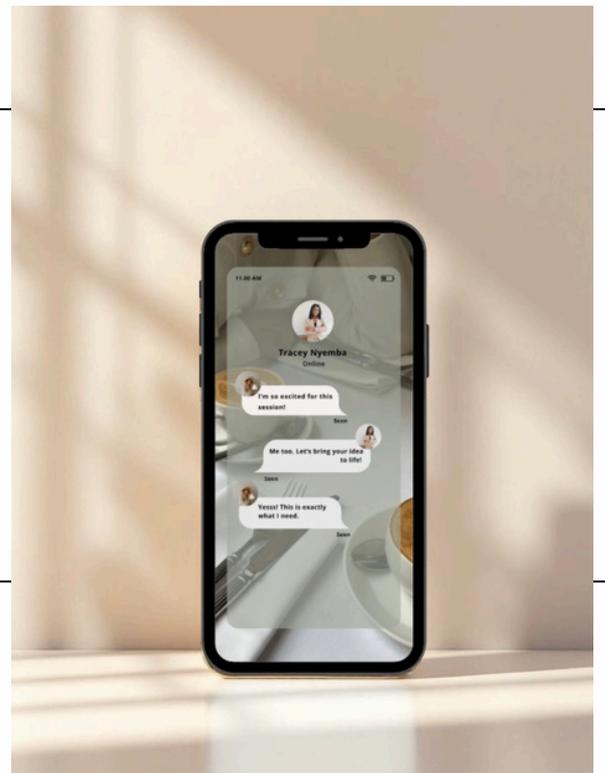
From blog posts to full books, this is where your words get the attention they deserve. Written, designed, and published in a way that reflects your expertise and speaks directly to the people you want to reach.

DIGITAL ASSETS SETUP

19 - 21

Getting your digital content set up properly so everything works, looks good, and is easy for your clients to find and purchase.

CLARITY, DIRECTION & PLANNING



COFFEE & CLARITY – STRATEGY SESSION

A relaxed but focused conversation to help you untangle where your business is right now and figure out the best next steps. Come with your questions, leave with a plan.

Whether you're just starting out or shaping a new venture, this session goes beyond advice – it's dedicated time to uncover your brand story, structure your offers, and translate your idea into a strategic plan with a creative, expert eye.

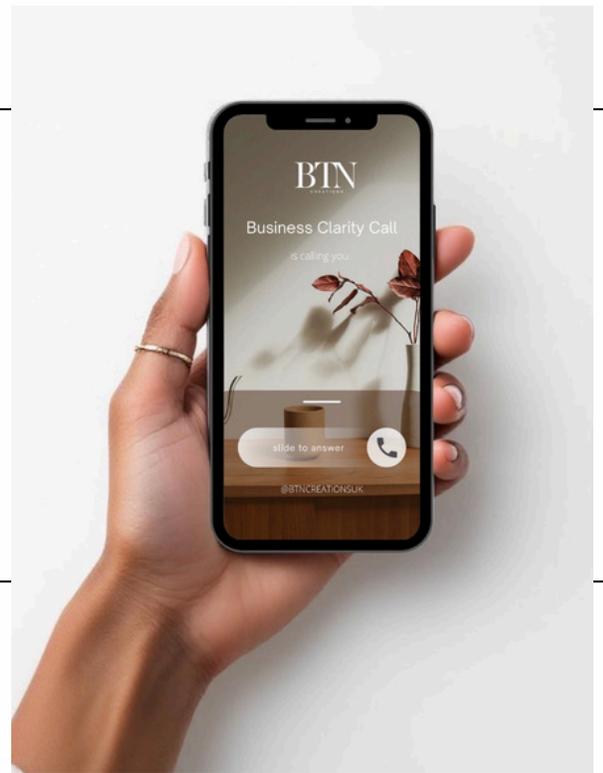
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CLARITY, DIRECTION & PLANNING

BUSINESS CLARITY CALL

A call for when you need outside perspective. Great for working through a specific challenge or decision you've been sitting on.

Whether you're in the early stages or mid-pivot, this session is designed to bring clarity, alignment, and forward momentum. It's more than brand strategy—it's dedicated time to explore the heart of your business with an expert eye and strategic support.



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CLARITY, DIRECTION & PLANNING



14-DAY INSTAGRAM CONTENT CALENDAR

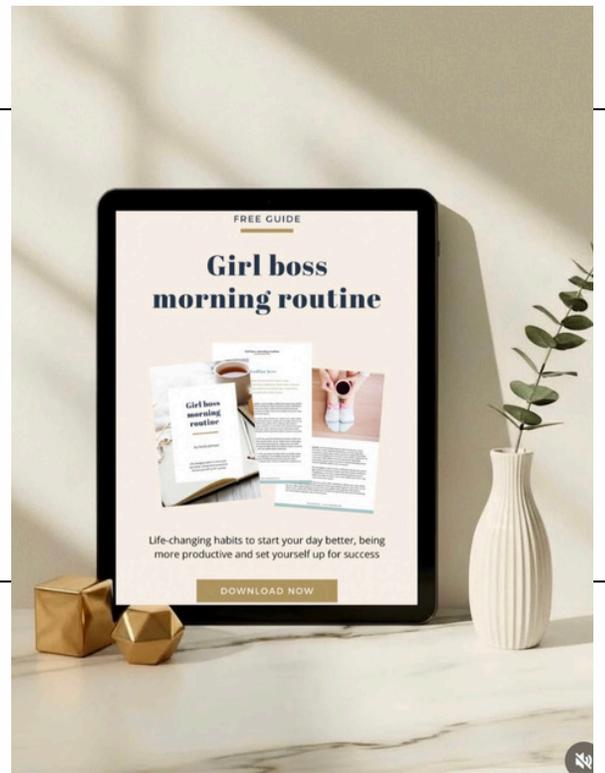
A fortnight of content, planned and ready to go — so you always know what to post and never have to think about it last minute.

Every post is crafted with purpose, from striking visuals that reflect your brand's unique style to captions that speak directly to your ideal clients. Over two full weeks, your content will feel effortlessly cohesive, professional, and engaging, creating a scroll-stopping experience that builds trust, connection, and desire all while saving you hours of time and creative stress.

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CLARITY, DIRECTION & PLANNING

LEAD MAGNET PDF



Create a valuable freebie that does the hard work of attracting the right people to your business — designed to look good and work even better.

From checklists to mini-guides or templates, this service combines strategy and design to help you grow your list and position yourself as the go-to expert.

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CLARITY, DIRECTION & PLANNING



30-DAY INSTAGRAM CONTENT CALENDAR

A full month of content, planned and ready to go — so you always know what to post and never have to think about it last minute.

This service removes overwhelm by delivering a cohesive, scroll-stopping feed that reflects your brand's elegance and authority. Every post is crafted to capture attention, drive engagement, and reinforce your premium positioning, whether you're promoting products, services, or both.

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VISUAL DESIGNING & BRANDING

AI & CURATED VISUALS SOURCING



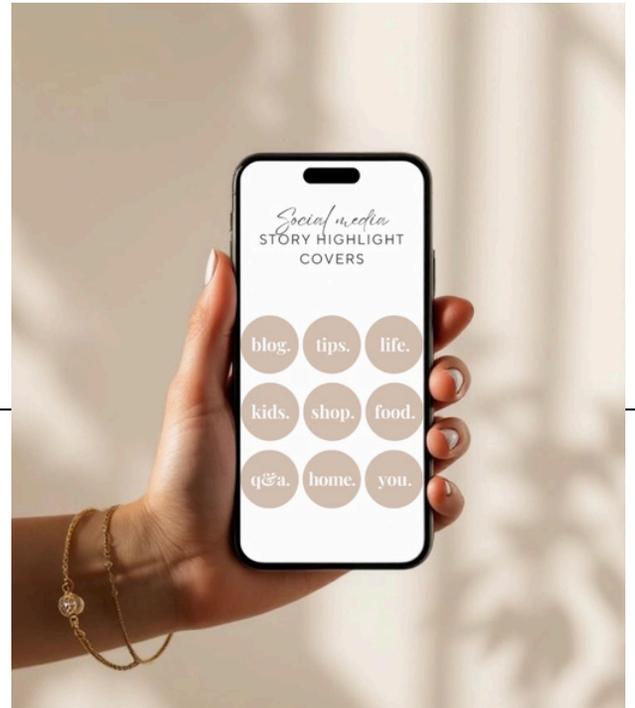
No more scrolling through stock photo sites hoping something fits. We find or create visuals that actually match your brand.

Visual storytelling matters, especially in a space where first impressions are made in seconds. This service blends thoughtful curation and AI creativity to bring you visuals that support your message and reflect your brand's unique look and feel.

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VISUAL DESIGNING & BRANDING

BRAND STORY HIGHLIGHT COVERS



Tidy, on-brand Instagram highlight covers that make your profile look polished and easy to navigate.

Custom icons and text designs that make your profile immediately clear, visually harmonious, and undeniably premium. Every element is thoughtfully crafted to reflect your brand's personality, ensure consistency, and create a seamless experience for anyone visiting your profile helping you stand out, communicate your message effortlessly, and leave a lasting, professional impression.

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VISUAL DESIGNING & BRANDING

OFFER SUITE PDF



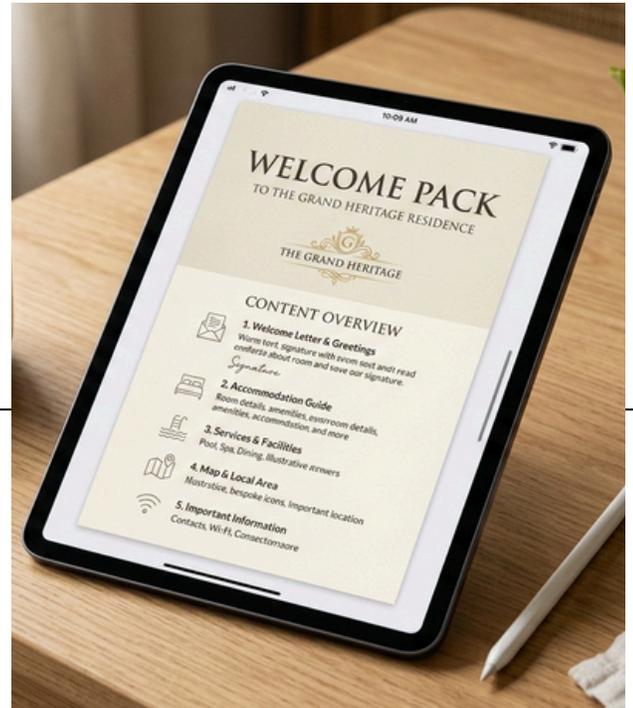
A clean, well-designed PDF that presents what you sell in a way that's easy to read and hard to ignore.

Every detail, from visual layout and typography to strategic copy and custom graphics, is carefully crafted to make your offers feel high-value, professional, and irresistible. This service ensures your PDF not only communicates your message clearly but also elevates your brand perception, builds trust, and encourages your audience to take action with confidence.

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VISUAL DESIGNING & BRANDING

CLIENT WELCOME PACK DESIGN PDF



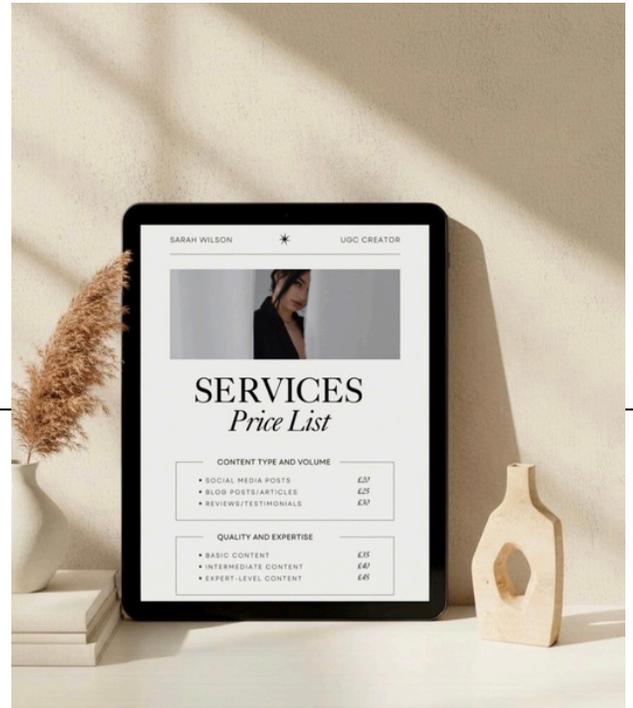
A professional welcome pack that makes a great first impression and sets the tone from day one.

From automated workflows and thoughtfully designed welcome materials to clear guidance and personalised touches, this service communicates professionalism, care, and clarity from the very first interaction. It ensures your clients feel valued, confident, and excited to work with you—leaving a lasting, memorable impression that elevates your brand.

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VISUAL DESIGNING & BRANDING

SERVICE MENU PDF



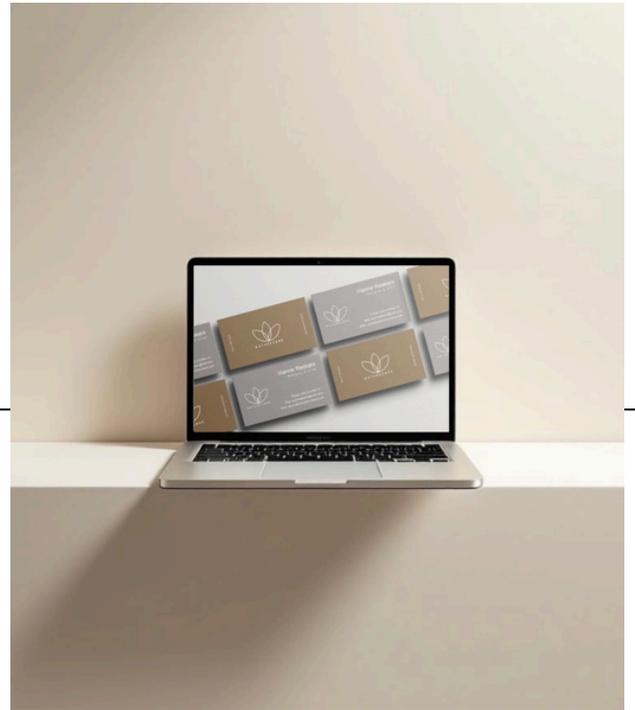
A clear, good-looking menu that makes it easy for people to understand what you offer and how to work with you.

Designed specifically for service providers, this menu organises your offerings in a way that's easy to navigate, visually appealing, and unmistakably premium. Every detail, from layout and typography to styling and hierarchy, is crafted to enhance clarity, highlight value, and create a seamless experience that reflects the quality of your brand.

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VISUAL DESIGNING & BRANDING

BUSINESS CARD DESIGN



A business card that reflects the quality of your work and stays with people long after you've met them.

As one of the first tangible touchpoints your clients experience, your business card should reflect the quality and professionalism of your brand. With meticulously crafted design, premium layouts, and your signature aesthetic, these cards convey sophistication, credibility, and attention to detail ensuring every interaction leaves a memorable, high-value impression.

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VISUAL DESIGNING & BRANDING

WORKSHEETS & WORKBOOKS PDF



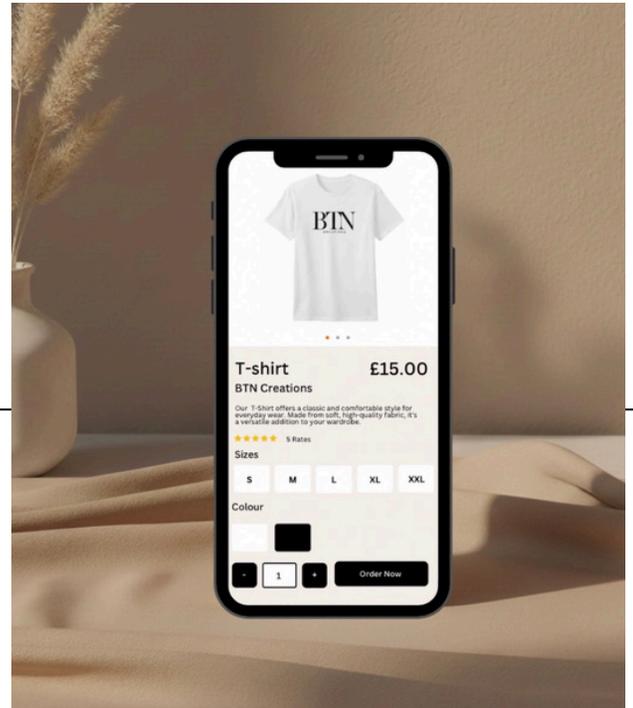
Beautifully designed worksheets and workbooks your clients will actually want to use - that also shows you know your stuff.

Each page is thoughtfully designed with intention, ensuring every element feels cohesive, visually aligned with your brand, and exudes professionalism. From layout and typography to prompts and interactive elements, these worksheets not only support your clients in taking meaningful action but also reinforce your expertise, leaving a lasting impression of a polished, high-value brand.

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VISUAL DESIGNING & BRANDING

MERCHANDISE MOCK UPS



Visualise your product line with professional, on-brand mockups that showcase your offerings in the best possible light.

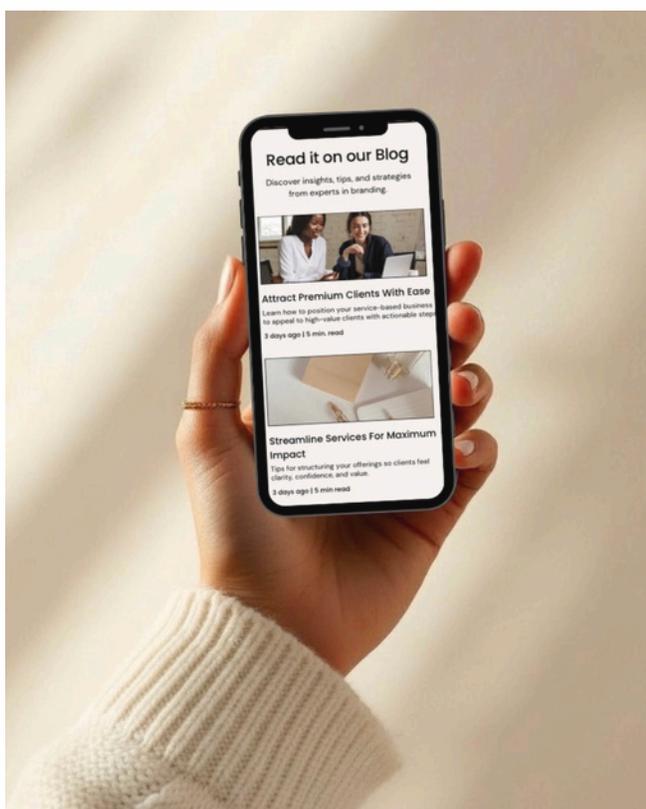
Showcase your products with confidence and polish before they hit the market. These mockups are designed to reflect your brand's premium aesthetic, making your offerings look irresistible while giving you a clear, realistic preview of your product range. Perfect for social media, online shops, or pre-launch promotions, they help your audience connect with your products instantly, elevating perception, desire, and trust.

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WRITING & PUBLISHING

BLOG POST WRITING

Refined, SEO-smart content designed to build brand authority, increase visibility, and create meaningful connections with your audience.



Blog content isn't just words—it's your voice, values, and expertise crafted into digestible insight that resonates with your ideal client. Every post is carefully tailored to reflect your tone while strategically boosting your online presence.

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WRITING & PUBLISHING

AMAZON KDP BOOK PUBLISHING SETUP

Take your finished manuscript and turn it into a professionally published book on Amazon without dealing with the technical side yourself. From formatting to cover design to upload, everything is taken care of so your book goes out into the world looking the part.



This is for you if your manuscript is finished and you want a professional finish, if you want your book to look polished inside and out, if you'd rather skip the technical side of Amazon publishing, or if you want the whole process handled with care.

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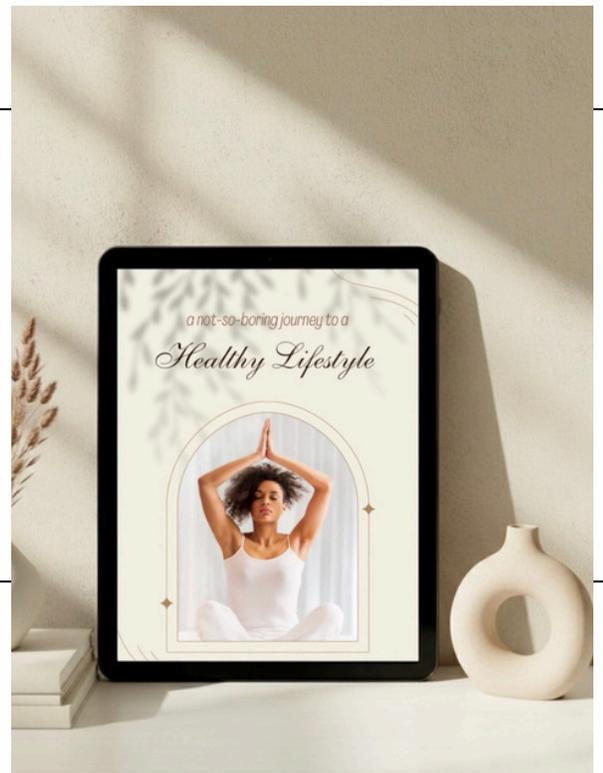
DIGITAL ASSETS SETUP

EBOOK DESIGN & FORMATTING

Turn your expertise into a beautifully designed digital product that not only positions you as an expert, but also elevates your brand perception and creates a sustainable stream of passive income.

Perfect for courses, product guides, or informational resources, this service delivers a premium reading and learning experience that reflects the quality of your offers. Every element, from layout and structure to visuals and flow, is crafted to showcase your knowledge in a polished, professional, and highly sellable format, allowing you to earn effortlessly while sharing value on autopilot.

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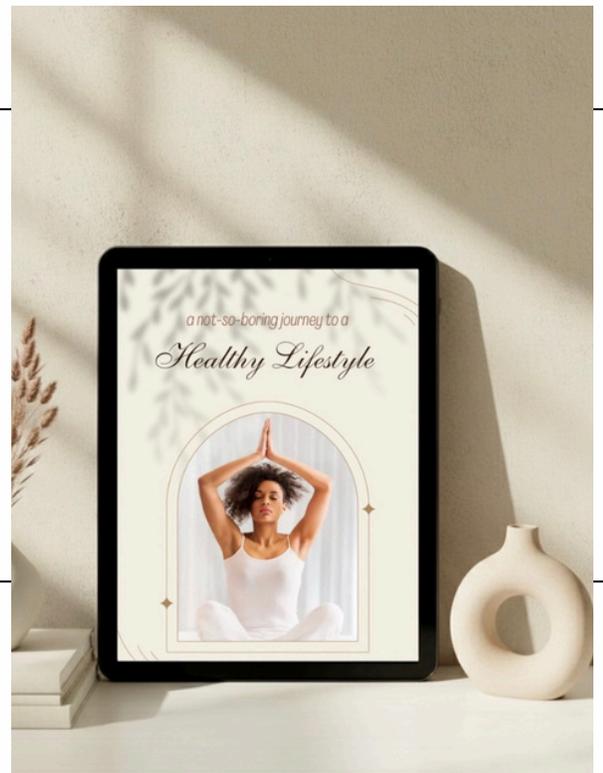


DIGITAL ASSETS SETUP

EBOOK UPLOADING & PRODUCT SETUP

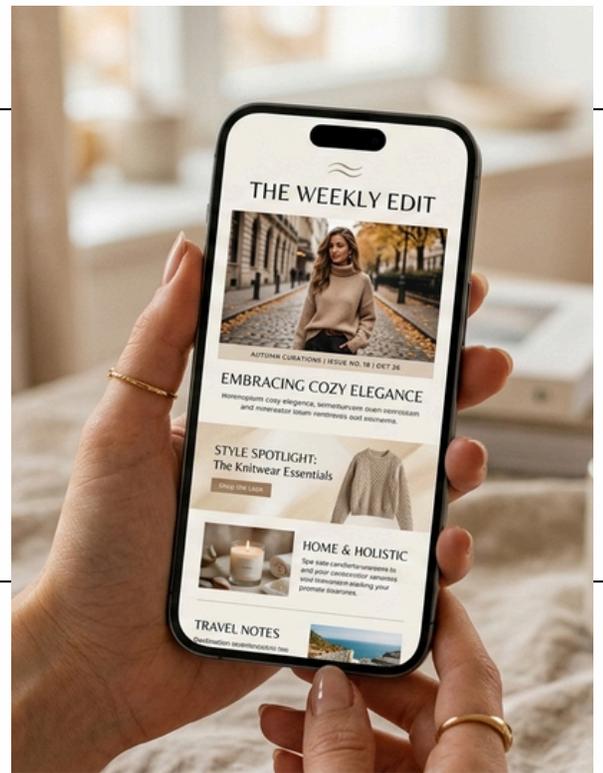
Seamlessly take your eBook or digital product from a finished design to a fully ready-to-sell asset without the technical stress.

This service handles every behind-the-scenes detail to ensure your product is professionally packaged, easy to access, and optimised for a smooth customer experience. From formatting and export settings to delivery systems and shop setup, your digital product is polished, platform-ready, and positioned to start generating revenue the moment you launch, allowing you to focus on selling, scaling, and earning with ease.



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DIGITAL ASSETS SETUP



NEWSLETTER DESIGN & SETUP

Maintain a consistent, premium communication channel that keeps your audience engaged, informed, and connected to your brand.

These custom-designed newsletters are crafted to reflect your brand identity with clarity and elegance—helping you nurture long-term relationships, share value with intention, and subtly guide readers toward your offers. From layout and visuals to tone and flow, each newsletter feels polished, cohesive, and purpose-driven, reinforcing your authority while keeping your audience excited to hear from you.

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THE NEXT CHAPTER OF YOUR BUSINESS

You made it to the end, and honestly, this is just the beginning!

Everything in this guide exists to help your business grow, look incredible, and work harder for you. I put these services together because I know how much goes into building something you're truly proud of, and I want to make sure you have everything you need to get there.

Now it's time to take what you've explored and make it happen. Head over to the next page to book in and let's get started. I genuinely cannot wait to see what we build together.

And if there's something you didn't see in this guide but you know you need, please don't hesitate to reach out. I'm always happy to chat about how I can support you and your business in the best way possible.

**BOOK YOUR BRAND
ENHANCEMENT**

