

Two squares, one red and one white, stacked vertically in the top left corner of the red header bar.

Hello...

This is UnBox

The Brand Building Experience for Small Business Owners

Two squares, one white and one red, stacked vertically in the bottom right corner of the red header bar.

UnBox Your Vision. Package Your Brand.

We believe your brand already holds the answers – it's just a matter of unearthing what's inside. Through UnBox™, we'll guide you to uncover the gems hidden within your business and help you shape them into a brand that's as authentic as it is captivating. Together, we'll create something lasting – a brand that speaks directly to your customers and grows with your business.



Get Ready to Discover

What's Inside Your Brand?

Building a brand can feel overwhelming, especially when your message doesn't match your vision.

UnBox™ is your opportunity to:

- Dig deep into what your brand truly stands for.
- Discover your brand's essence and align it with your goals.
- Shape an identity that feels real and connects with your audience.

Over 9 weeks, brand strategists *Barbara Monahan* and *Meg Kypena* will guide you through:

- Clarifying your brand identity
- Sharpening your message
- Standing out in a crowded market

Many business owners feel a gap between the brand they dream of and the one they're working with today. UnBox™ helps you close that gap, creating a brand you can rely on as your business grows.



Get Ready to Discover

A Community of Brand Journeys

At UnBox™, we understand how overwhelming it can be to build a brand that truly represents you.

This isn't just a course – it's an opportunity to:

- Collaborate with other entrepreneurs who know the thrill and challenges of brand building.
- Receive live, interactive feedback from experts and peers as you refine your brand.

You won't be doing this alone. Together, we'll:

- Explore your ideas
- Refine your brand identity
- Ensure your business stands out in ways that feel authentic and true to you.

At UnBox™, we believe your brand shouldn't just work for today – it should be built to last. We'll help you:

- Create a brand that grows with your business
- Adapt and evolve so you can keep showing up in ways that matter, no matter what changes come your way.

Our Value to You

At UnBox, we're here to offer more than just strategies. We're here to provide:

- ***Guidance from experienced brand experts***
Real support from certified brand strategists, storytellers, and designers who know what works.
- ***A true community***
You'll be part of a small, collaborative group where ideas are shared, and feedback is honest.
- ***A brand-building experience made for small businesses***
Tailored to the unique challenges you face, designed to fit into your busy schedule.
- ***Focus and attention***
With only 10 participants, you'll have direct access to us, ensuring your questions get answered.
- ***Flexibility with a payment plan***
We get that running a business comes with expenses, so we've made this course affordable with options to pay over time.

What You Will Gain

By the end of UnBox™, you won't just walk away with ideas – you'll leave with:

- ***Real-time feedback***
Interactive sessions mean you'll get answers and insights as you build, helping you course-correct on the spot.
- ***Personalised follow-ups***
We'll check in with you to make sure you're getting the most from your experience, long after the course ends.
- ***A clear brand identity***
You'll know how to communicate your brand, with the confidence to share it.
- ***A support network***
Connect with like-minded entrepreneurs who understand the challenges and can help you brainstorm, grow, and even collaborate.
- ***Confidence and clarity***
You'll leave with a brand that feels right for you and speaks directly to your customers.

Get Ready to Discover

Why UnBox With Us?

We're certified *Level C Brand Architects*, here to help you:

1. Find the heart of your message.
2. Shape a brand identity that reflects who you are and connects with your customers.
3. Stand out in your market in a way that feels authentic and true to your vision.
4. Build a plan that makes sure your brand stays fresh and meaningful as your business grows.

You won't be doing this alone. We're in this together—helping you uncover what makes your brand special, and making sure you leave with something you're proud to show the world.

With **only 10 seats available**, this is your chance to join a small, supportive group that will help you UnBox™ your brand's true story.

APPLY NOW for the UNbox™ brand building course.

Attend the course on Mondays at 10:00 am EDT and 3.00pm GMT, from November 18 to January 27, with a 2 week holiday break



What's Next?

What You'll Gain from UnBox™

DATES & SCHEDULES:

Course Duration: November 18 – January 27
(with a 2-week break over Christmas)

- **Sessions:** Every Monday, 10:00 AM EDT / 3:00 PM GMT
- **Class Time:** 2.5 hours on Zoom
- **Additional Work:** Expect to spend at least 1 hour per week on course-related tasks outside of sessions.



WHO IS IT FOR:

Is your brand blending in when it should be standing out? Do you feel like you're not being heard in a crowded market?

UnBox™ is designed for:

Small business owners, scale-ups, and solopreneurs

If you know your business has something special to offer but struggle to communicate it clearly, this is for you.

Those who feel overwhelmed by branding

Are you unsure why your customers aren't connecting with your message? We'll help you figure out what's missing.

Entrepreneurs ready to refine their identity

If your brand doesn't fully reflect the value you bring to the market, we'll guide you in shaping a brand that resonates.

Founders with more than one voice

If you have co-founders or partners, we'll help you align your brand, so everyone's voice is heard and integrated.

COST & PAYMENT PLAN

The full cost of the 9-week UnBox™ programme is €2,500.

We offer two payment options:

- **Pay in full:** Secure your spot with one upfront payment of €2,500.
- **Payment plan:** Break it down into 3 payments of €835, starting with your first payment at booking, then every 3 weeks.

All payments are handled through GoCardless for a smooth and secure transaction.

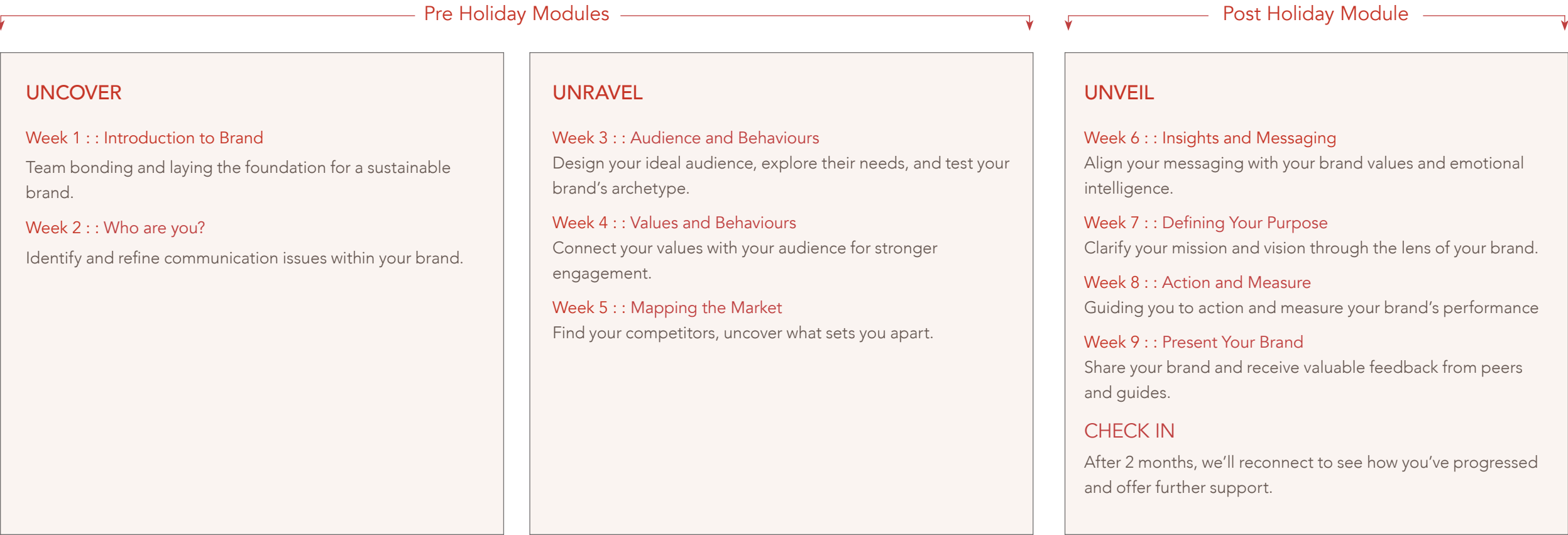
Let's UnBox™ the brand you've always wanted to create.

Only 10 seats available and they are filling up fast.
Start unboxing your brand's potential.

APPLY HERE TODAY

Course Modules

The UnBox™ Experience : : Week by Week



'Opportunity Dances With Those Who Are
Already on the Dancefloor' *H. Jackson Brown Jr., Author*

APPLY HERE TODAY

Why Work With Us

What You Will Learn and Achieve

What You Will Learn at UnBox™

- How to create a solid brand strategy.
- Develop your brand identity (how you show up in the market).
- Target the right audience and understand their behaviours.
- Position your brand to stand out.
- Differentiate yourself in a crowded marketplace.
- Tell your story through effective brand storytelling.
- Explore creative branding ideas to connect with your audience.

Note: We'll guide you through the process of creating a visual identity, but you won't leave with a complete visual brand package.

Key Takeaways

- A clear message that captures the heart of your brand.
- A strong, authentic brand identity that connects with customers.
- Confidence in how your business stands out in the market.
- A step-by-step plan for differentiation.
- A supportive community of like-minded entrepreneurs.



Dates for Your Diary

We Believe Small Groups Inspire Big Change : : Only 10 seats available

Attend the course on Mondays at 10:00am EDT and 3.00pm GMT, from November 18 to January 27

APPLY HERE TODAY

UnBox™ Your Brand

Thank You

Promoting your business can feel overwhelming, but you don't have to face it on your own. Whether you're unsure of your message, confused about your audience, or simply need a fresh perspective, UnBox™ is your chance to unearth the hidden potential of your brand.

Let's UnBox™ the brand you've always wanted to create.



Certified Brand Architect with Level C and Marty Neumeier



Fully trained expert storybrand guide with Donald Millar



Professional Member of the Institute of Designers in Ireland (IDI)



Accredited Brand Strategist and Designer and Fellow with the All Ireland Business All Stars Foundation

The above accolades represent the combined qualifications of Meg Kypena and Barbara Monahan