

The Capital Readiness BRAND STRATEGY Incubator

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Develop a stronger market presence

This workshop series helps participants align brand strategy, messaging, visual communication, and business development materials. Through practical guidance and real-world examples, participants will learn how to communicate with greater clarity, confidence, and credibility.

Participants will leave with:

- Stronger understanding of brand positioning
- Guidance on logo evaluation and visual identity
- A framework for creating effective pitch decks and presentations
- A roadmap for website, social media, and sales collateral development

Virtual classes held on Wednesdays, 6:00 – 7:30 pm EST.

SESSION 1 OCT 14

Building a Brand That Means Business with Essential Marketing and Sales Collateral

SESSION 2 OCT 28

Clarifying Your Value Proposition by Finding Your Voice: Messaging, Tone, and Storytelling

SESSION 3 NOV 4

Logo Development, Design Fundamentals, and Visual Identity

SESSION 4 NOV 18

Pitch Decks That Open Doors

SESSION 5 DEC 2

Developing a Compelling Capability Statement

SESSION 6 DEC 16

Building Your Growth Roadmap



PROGRAM INSTRUCTOR

TOREN BEASLEY

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After completion of the program each business leader will receive a 1:1 Seaberry Sprint Session which includes individualized feedback and a customized communications roadmap - \$750 value.

The Capital Readiness Incubator, including all fees and tools, are provided to participants at no cost.

ONLY 25 VIRTUAL SEATS
REGISTER NOW

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