



ONLINE BRANDING COURSE: THE BRAND BUILDER

The online branding course for purpose-driven business owners

UNCOVER YOUR AUTHENTIC BRAND ROOTS THROUGH THIS ONLINE BRANDING COURSE AND DISCOVER WHAT MAKES YOUR BUSINESS UNIQUE...

...THEN LEARN HOW TO SHARE THAT WITH THE WORLD

your brand is more than just a logo. It's an experience.



When your brand aligns with the deeper purpose behind your work, you build the right foundation for your business. **It's filled with meaning, originality and storytelling.** And it's what makes your business memorable to the customers you've been craving.

I've been guiding brands and independent businesses through my unique sustainable branding process. Now, I'm helping you DIY your brand through my online branding design course. **So you can create a meaningful brand of your own,** without the big investment.



AN ONLINE BRANDING DESIGN COURSE TO FORM YOUR SEED OF AN IDEA INTO A BRAND THAT WILL GROW YOUR BUSINESS ORGANICALLY

YOU DON'T NEED TO BE A DESIGNER TO BUILD YOUR BRAND IN THIS ONLINE BRANDING COURSE

You don't need to have a design degree or oodles of creativity to build your brand. You just need to know your

business and be ready to pick up some new tools. Together, we'll dig deep and uncover the brand roots that'll make your work stand out through this online branding course.

Our aim? For your dream customer to see your brand and instantly have that gut feeling that says "yes, this is for me".

START MOVING FORWARDS WITH AN ONLINE BRANDING COURSE THAT EMPOWERS YOUR BUSINESS

- ✓ Get clear on your big (or small) business dreams and set your brand vision for the future
- ✓ Uncover your brand roots, brand strategy and what your business purpose is
- ✓ Create a unique brand experience that draws the *right* customers to you



"I FEEL CONNECTED TO MY BUSINESS NOW."

I really enjoyed this brand-builder course. **It helped me focus my energy into really connecting with my brand which was vague and scattered.** It made me think about what was important to me and what my unique gifts were.

I have a much better sense of who I am in business now. Charlotte is a great teacher who puts things across really clearly and with warmth. The accompanying workbook is well structured and concise. I can't recommend the course highly enough.

Gill, Founder of Outdoor therapy and mindfulness practice Manchester Mind Matters

THE BRAND BUILDER ONLINE COURSE IS FOR YOU IF...

✓
You have a great product or service but know **your visuals are putting people off** buying from you or working with you.

✓
You're aching to create a strong, impactful brand but don't have the budget to invest in a full branding package or brand strategy service.

✓
You'd like to attract people to your business effortlessly and organically through the power of an authentic brand experience.

Dig deep and define your brand

THE BRAND BUILDER: ONLINE BRANDING DESIGN COURSE

Watch the video below to find out how my online branding course can help you..



PART 1

your brand vision

- ✓ Create your brand vision
- ✓ Get clear on your brand goals
- ✓ Build your Dream Business

PART 2

your brand purpose

- ✓ Find clarity on your 'why'
- ✓ Uncover the deeper purpose behind your business

PART 3

your brand wow

- ✓ Dig into your brand roots to discover what makes your brand unique
- ✓ Learn how you'll stand out from everyone else

PART 4

your brand visuals

- ✓ Create your brand moodboard
- ✓ Choose your brand colours
- ✓ Curate your brand fonts
- ✓ Select your original photography style
- ✓ Create your brand logo
- ✓ Form your unique Brand Book

PART 5

your brand experience

- ✓ Learn how to create a memorable brand experience
- ✓ Follow guides to implement your brand across your website
- ✓ Discover how to create a brand experience on social media for your ideal audience
- ✓ Get comfortable with using your brand on physical branding items, marketing materials and plenty more!



"THE FIRST ONLINE COURSE I LOOKED FORWARD TO DOING EVERY EVENING!"

Absolutely loved this online branding course! It was the first course I have actually looked forward to doing every evening. **From start to finish you are delving deep in to your brand and forming the kind of brand you want to bring into the world.**

Without this branding design course I am not sure I would have got there. Really recommend this for anyone starting a business and stuck in a creative block like I was!

Claudia, founder of Yoga Brand Be Here • Love and launching a new brand soon! UK



"SO GLAD I CHOSE THIS ONLINE BRANDING COURSE INSTEAD OF SPENDING THOUSANDS ON A BRAND STRATEGY DAY!"

Charlotte has a way of **getting to the 'heart' of your business and helping you to distill it in a way that is authentic to align passion with purpose.**

I feel like I've seen other online courses before and they are so busy! I feel like this course distils it down into very very simple, clear and quick questions.

Sara, founder of Full Feather Ramble Canada

UNCOVER YOUR AUTHENTIC BRAND...

THE BRAND BUILDER ONLINE COURSE

Build an authentic brand, from the strong roots to the memorable visuals

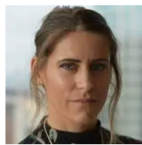
- ✓ A beautifully designed workbook, to keep all your brand ideas in one place
- ✓ A professionally designed brand book template

- ✓ 31x recorded videos, to work through your online branding course in bite-sized chunks
- ✓ Expert guidance and template to create your own brand moodboard
- ✓ Logo design lesson and a range of logo templates you can customise with your brand colours and fonts.
- ✓ The designer's resources to find images, fonts, colours and inspiration for your brand
- ✓ Actionable soulful business tips and sustainable branding advice
- ✓ Uses the premium **Thinkific** course platform
- ✓ An inside look at the unique brand exploration process I follow with my clients, helping them uncover unique brands that **grow their businesses to create a meaningful impact on the world**



"I'VE BEEN REALLY ENJOYING YOUR ONLINE BRANDING COURSE! IT'S REALLY WELL PUT TOGETHER AND FULL OF GREAT IDEAS!"

Matt, Founder of Bakehouse 32 Pizza & Furniture Maker UK



"I FEEL SO MUCH MORE CONFIDENT WITH WHAT I AM DOING NOW AND CHARLOTTE HAS REIGNITED MY PASSION FOR DESIGN!"

I am a Designer myself and have been following Charlotte for some time now. I have always been in awe of her designs and the way she always seems to get it spot on.

I have to say that this branding course was one of the best things I have done to re-educate myself and get myself back on track and understand even better now on how to approach design, how to understand what I want to achieve, learn how to build out a brand and ask the right questions to get a full brief.

Ciana Perry, Designer UK



"I LOVE THAT IT IS IN SHORT CHUNKS SO I CAN THINK ABOUT IT THROUGHOUT THE DAY!"

Jeanne, Branding Designer Spark & Bloom France

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meet your branding guide

FROM BIG-BRAND AGENCY DESIGNER TO SUSTAINABLE BUSINESS CREATOR

Hello, I'm Charlotte! The Founder of Creative Wilderness and the guide for your online branding course.

I learnt my design and branding craft at big design and advertising agencies. **Now I use that knowledge to make independent brands like yours have a powerful (and ethical) impact.** My clients have gone on to have their products stocked with major wholesalers, be featured in national publications and grow their audiences into purposeful communities.

When I'm not designing sustainable brands, you'll find me in nature - hiking, wild swimming, and exploring in my new VW T4 campervan 'Autumn'. It's here that some of my best ideas come to find me, out exploring the wilderness.

Breathe a new lease of life into your business!



THE BRAND BUILDER ONLINE COURSE

Build an authentic brand, from the strong roots to the memorable design visuals.

£250

JOIN THE COURSE

or enter your email below if you'd like to know more

Email

I'M INTERESTED



iamcianaperry commented: I started my course the other day and already finding it so helpful and interesting and More importantly, learning! Love how you explain every step and why we are doing things and why brand is important! Excited for the weekend when I can get creative with my vision board! 13m

Reply



Thank you SO much, Charlotte! I love your course! I'm working on the brand book and I can't wait to book and chat with you soon! Have a wonderful evening! 🙏❤️🥰🥰 xx

Double-tap to like



mindfulmissy A little bit of brand vision boarding thanks to @creativewilderness brand builder course! Work in progress but I'm finding out what's important to me and who I am in business! I think it's clear I love a nice tree! #businessvalues #naturalsunshine #trees #ethicalbusiness #brandbuilding #smallbusiness

42m

THE BRAND BUILDER COURSE CREATIONS

Here is a snippet of some of the brand transformations, and creations from students who have taken the Brand Builder online branding course..



9.



Y.C. BRAND BOOK

what's included in the brand builder?

CREATIVE WILDERNESS

Watch on YouTube

THE BRAND BUILDER ONLINE BRANDING COURSE FAQS

- How long will it take me to complete the course?
- How will the course help my business?
- I'm not sure the course is for me, how can I decide?
- Do you offer refunds?
- I'm a designer too, will this course be useful?
- Will I be able to design my own logo after the course?
- What platform have you used to create your course?

Breathe a new lease of life into your business!



THE BRAND BUILDER ONLINE COURSE

Build an authentic brand, from the strong roots to the memorable design visuals.

£250

[JOIN THE COURSE](#)

or enter your email below if you'd like to know more

[I'M INTERESTED](#)

not ready yet?

PERHAPS ONE OF THESE PATHS IS BETTER FOR YOU...





DOWNLOAD MY FREE BRANDING GUIDE

In a world where it can be difficult to find genuine, trustworthy brands, you can use the power of authentic branding to cut through the noise and find your ideal customer.

[DOWNLOAD MY EBOOK →](#)



TOP UP ON YOUR BRANDING KNOWLEDGE

Watch and listen to my brand knowledge videos where I chat about ethical business, branding, mindful and conscious business and my self-employed journey.

[EXPLORE KNOWLEDGE →](#)



READ ABOUT THE PURPOSE BEHIND MY COURSE

Here, I share the reason why did I decided to create an online branding course. How did the idea form organically through listening and responding to what I could see people needed?

[READ MY COURSE WHY →](#)



LET'S TALK DESIGN...

Get in touch to find out about my branding, website and design services or to ask any questions.

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