



EMMERSYN

The *Brand* Advisory

Activate and grow your brand with a brand strategist by your side watching how you move in the market and giving you the next steps.

COMMENCING SEPTEMBER 2026

I know you've been *waiting* for this

This is your personal invitation

So many of you have come to me since we built your brand and asked the same question - how can I have more of you and what do I do now?

You have wanted to be shown how to take your slick new brand out into the world and make it work for you - it is an asset after all. Finally I have an answer to your question, and I am so glad it is finally here.

The Brand Advisory has been eighteen months in the making. I have spent that time building the blueprint, refining it, and practising these strategies across real brands so that the methodology I am handing you is not theory, but a proven way to activate a brand and make it work for you.

It is the culmination of everything I use personally to grow brands through 1:1 consultancy packaged into a format to help you learn, implement and grow - with me by your side.

Set out inside is your introduction to The Brand Advisory and this is my personal invitation to you inviting you into the inaugural cohort kicking off in September 2026.

Cassandra



This is what you're missing to *grow* your brand

You've built your brand foundations through Purpose, Positioning, Personality and Picture. Your brand is defined, and you know exactly who you are.

You have this beautiful shiny new asset but you aren't really sure how to use it. Also, what to post, where to show up, what to do next lands on you, and you are working it out on the fly between everything else you are running.

And here is what almost nobody tells founders: **building a brand and activating one are two entirely different jobs.** We did the first together but there is no one teaching founders the second and there is no central place for you to learn. Also, you were never meant to build and grow your brand alone.

A brand that is built but not activated is valuable potential sitting idle.

There are people who will build you a brand, and people who will coach you on your business. There is almost nobody teaching founders how to take a built brand and deliberately activate it in the market. That is the entire reason The Brand Advisory has been created. Until now, this level of strategy has only been available to 1:1 consulting clients.

You're tired of working out *what to do next*

I know this because I feel the exact same way. There are so many coaching programs - which are all amazing in their fields but the responsibility still lies with you, the founder.

You're expected to come to the coaching call having already identified the problem, mapped out a range of solutions and then get support - but let's be honest, by this stage, the most agonising part has been done by you alone.

That is exhausting, chews up a lot of time and while you have support, you're still carrying the burden alone. What I want most in business is not another coaching program where I have to think of the questions to ask.

Instead I want a place where someone can see the next steps, identify what I'm missing and be sounding board to bounce my ideas off to save me time spinning in circles in my head and stop wasting time before I take action.

You need a sounding board to bounce ideas off, and someone who turns them into actionable strategies. That is exactly what The Brand Advisory is.

Welcome to The Brand Advisory™

I have watched too many founders finish a brand build, feel the excitement of it, and then quietly go back to guessing. The brand is beautiful but nobody ever showed them how to use it - and I see missed opportunities every single day.

I have been giving these ideas away for free since the day I started this business. They are the moves that work, the ones that take a brand off the page and make it earn its place in your business.

For 18 months, I have agonised over finding a way to empower founders to activate their brand properly, without needing to become a brand strategist themselves.

The answer, every time, was advisory. Not a course to work through alone, not a consultant to diagnose and leave or a coach that requires you arriving with the questions and problem already thought out.

Advisory is an ongoing partnership where a strategist stays close to your brand, sees three steps ahead, knows what it needs before you do, and hands the next move before you've had to work it out yourself.

This is fundamentally different from anything you have experienced before.

The Brand Advisory™ also includes modules that teach you - real education in how to build, activate and manage a brand, so that you are not just handed answers, you are learning the craft of looking after your most valuable asset.

You can now have a brand strategist on your team who is watching over the most important asset in your business.

All of it runs on my own methodology, The Brand Way™ - the framework I have built from years of taking businesses and turning them into brands people choose.

You have already completed the first phase of it with me, The Brand Advisory™ takes you into the next level.



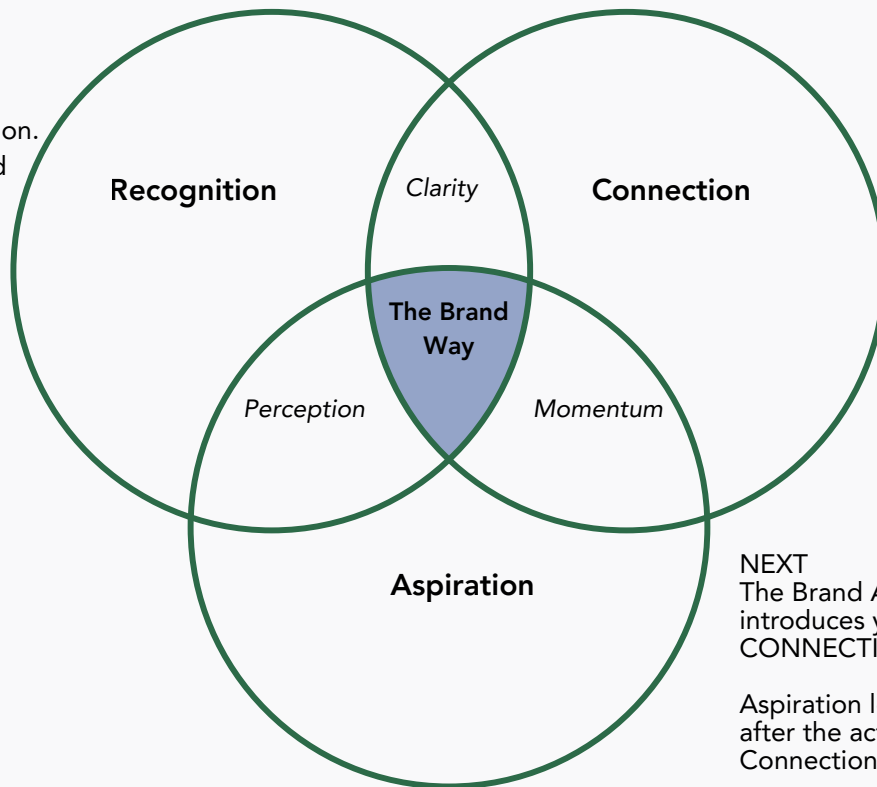
The Brand Way™

By Emmersyn

The Brand Way™ is my intellectual property, a framework I have built with my methodology to transform a business into a cult level brand through 3 key phases, Recognition, Connection & Aspiration.

COMPLETED

You have already completed Recognition. Your brand is defined and built



NEXT

The Brand Advisory introduces you to the CONNECTION phase.

Aspiration level comes after the activation of Connection.

Recognition

Building the foundational framework to define **who you are** through Purpose, Positioning, Personality and Picture.

Connection

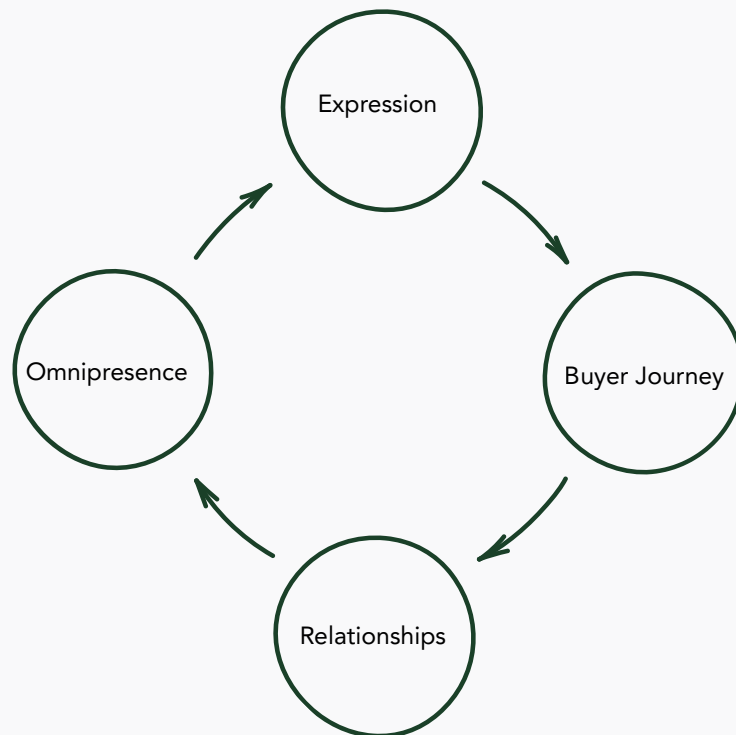
Activating your brand and building a strong connection with your audience. This is **how you show up** through Expression, Buyer Journey, Relationships and Omnipresence.

Aspiration

Elevating your brand to increase your audience's desire to live in your brand world. This is **why you are chosen** by amplifying your brand through Belonging, Authority, Association and Experience.

The Brand Way – Connection

Over four months you'll be introduced to the Connection phase of The Brand Way. The four pillars shown below take your brand from built to working. You learn each one, activate it on our calls, and build it with your VA, with my guidance and oversight.



Expression

Making your brand consistent everywhere someone can encounter it, visual, verbal, physical and behavioural. This ensures that whoever meets your brand, the experience will always be the same.

Buyer Journey

Mapping the path from stranger to client to advocate, so every stage has content doing its job. This means your dream client gets connected with at every stage and moved them naturally to the next step.

Relationships

Grow your brand through people and connection, not just paid reach. This builds trust faster which increases momentum and creates easier conversion.

Omnipresence

Showing up consistently, often and distinctively enough that your brand becomes impossible to forget. This means when someone's ready to buy, you're already the name in their mind, front and centre.

Emmersyn client wins

"Closed \$600k deal over 2 years - largest client ever"

"From \$20k months to \$80k months in 6 months"

"300% increase in sales in 1 year"

"From no bookings and \$0 income to fully booked and consistent \$10- 15K months in 6 months"

"Had a million dollar launch after closing a program down"

"I tripled my income in 1 month and earnt over \$20k in my second month"

"Increased my prices 3 times in 6 months"

"Invited to speak over east - all expenses paid"

"Landed 3 ideal ambassadorships that align with me and my brand"

"On my way to building a \$3 million dollar brand within 3 years"



The Brand Advisory™ is for you if:

- You have built your brand with me The Brand Way, and you are ready to make it work in the market rather than leave it sitting in a strategy document.
- You're done being the only person thinking about your brand, and you want to learn how to activate it properly rather than guess.
- You want a strategist watching over your brand as you grow. Someone who sees what it needs next before you do.
- You have a VA or team member you want upskilled alongside you, so the work actually gets done without it all coming back to you.
- You want to be in a small room where your brand gets individualised attention, not a big group where you are just a number.

Do you feel...

- ✓ Overwhelmed with everything you need to do in your business?
- ✓ Stuck when thinking of questions to ask your coaches?
- ✓ Exhausted from trying to work through ideas on your own to evolve your business?
- ✓ Tired of carrying the burden of running and growing your business alone?



Once you're *inside*

- > You learn how to activate your brand yourself. These strategies and skills will stay with you for the life of your business, not just the length of the advisory.
- > You stop guessing at what's next, because I am guiding you and showing you along the path and telling you what moves to make.
- > Your VA is present to execute alongside you, so the plan gets built in the room and actually gets actioned in real time without using up more of yours.
- > You have me watching over your brand spotting the gaps and the openings, so no opportunities get missed.
- > Behind the scenes I am watching the market and finding ideas that you can implement to help you grow your brand.

What sets it apart:

The Brand Advisory activates the Connection phase of The Brand Way™, and it works differently to anything else available to founders right now. Here are 8 reasons why.

1

No one is teaching this

Plenty of people build brands, and plenty coach on business. Almost nobody teaches founders how to activate a built brand.

2

Education and action

There are 2 connections sessions a week. A 90 minute session to action a concept, and a 60 minute open office session to drop in for extra support.

3

My eyes on your brand

While you are back in your business, I am watching yours - spotting the gaps and openings before you do, and adding your next moves as I find them.

4

Be empowered with knowledge

You are not just handed answers. Every session teaches you the craft behind the move, so you understand your brand at a level no one can take from you.

5

Bring your VA into the room

Upskill and work with your VA in real time. They walk away knowing exactly what to do without you having to explain it to them, saving you time and empowering them as a stakeholder managing your brand.

6

Personalised brand ideas

Personalised ideas for your brand, added to your own Notion board, so your next moves are documented and waiting for you to review and action inside Advisory sessions.

7

Close proximity

This is direct access to me. The same strategist who built your brand is the one activating it with you, every single week.

8

Intimate group of 20

The Brand Advisory is capped at 20 founders. A deliberate choice to make this high touch, with personalised attention to grow your brand.

Meet *Cassandra*

Cassandra is a Perth-based (global roaming) Brand Strategist with 30+ years' experience across brand, marketing, and business development.

She has worked with over 200 brands in the last 3 years throughout Australia. She works with 6 & 7-figure founders to build brands that attract high-paying clients who convert with ease, command premium prices, and position them as the go-to in their industry.

Cassandra is the trusted advisor and chosen strategist for brands including Steph Gorton's Success School, Heidi Anderson, Breanna May, BelleV., Em Gee, Harmony Jayde, Kim Kent, Rayne Bryant and many more.

She dives deep beyond the looks of a brand to unlock the psychology and emotional connection that makes clients say "yes" faster.

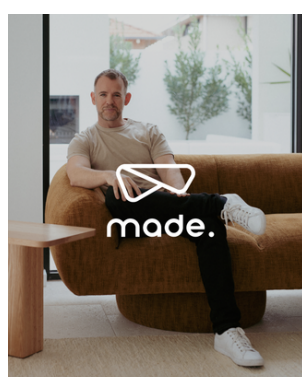
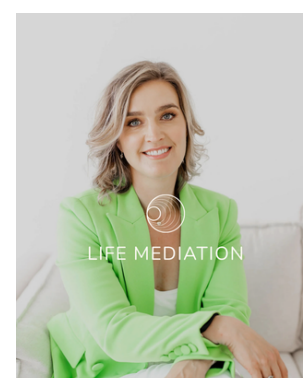
Her strategic approach creates the kind of clarity and recognition that positions you as the obvious choice, making your brand look and feel as premium as the transformation you deliver.



Experience

- 3.5 years as founder of Emmersyn Brand Consultancy working with 200+ brands
- 15+ years corporate experience
- 15+ years retail management experience
- \$110M branded apartment projects
- Rebranded corporate company & built the investment brand of the business
- Experience across Oil & Gas, Mining, Professional Services & Property & NFP
- Bachelor Commerce Marketing & Management Murdoch & Curtin University

Trusted *brand* builder for:



Client Feedback

Cass has the ability to draw out aspects of your brand that you couldn't see so they are perfectly aligned with your audience and potential prospects.

The day after I implement the strategies and branding advice from Cass I **immediately received two enquiries** on my brand-new brand. I couldn't recommend her enough.

Tim Frey | Founder Success School



Cass branded my business from birth to brand photography. I started 2025 with no clients or revenue, 6 months later I **was booked months in advance, having consistent 5 figure months** and securing partner and speaking opportunities.

My brand is highly recognised and a powerful selling tool which converts clients before we speak.

BelleV. | Brand Photographer

Cass completely transformed and repositioned my buyers agency into an aspirational lifestyle brand. Each month I worked with Cass, my revenue increased on the month before. I **started at 20k months and 6 months later was earning \$80k+.**

I have the brand infrastructure I am now on track for a \$3 million dollar business with a strong brand that continues to attract and retains loyal clients.

Kieren Parata | Founder Parata Property



I have worked with Cass for 8 years. When we started I was making \$7k a year online sales - we now **turnover annually over \$500k.**

Cass is my constant guide on business strategy, product development, packaging design, evolving the brand while maintaining integrity and now ambassadors are knocking at my door.

Glen Hagger | Founder GH Produce

Where you'll be in December

Over 4 months you would have covered the 4 pillars of Connection including Expressions, Buyer Journey, Relationships and Omnipresence.

This will create the following outcomes:

- **Your brand is expressed the same way everywhere.** Whoever meets it on your website, on socials, in a proposal, in a DM. It looks, feels and sounds the same. Nothing feels off-brand anymore, and you are no longer making it up as you go.
- **Your buyer journey is mapped and optimised.** You know exactly what path someone travels from the first time they find you to the moment they buy, and there is content doing its job at every stage of it.
- **You are growing through people.** You have a live relationship strategy across all stakeholders, running on a rhythm rather than whenever you remember. Trust builds faster, momentum builds with it, and your brand is in conversations happening in rooms you're not even in.
- **You are everywhere and hard to forget.** You are showing up consistently and distinctively enough that when someone is finally ready to buy, you are already the name in their mind. Not one of the options they go looking for - the one they already thought of.
- **Your VA is empowered to run your brand.** Everything we built is documented, delegated and moving, so your brand keeps working without every decision landing back on you. You are overseeing it now, not carrying it.

That is how we grow your brand as an asset. Each of these areas increases the value and power of your brand to attract people ready to buy at higher than average prices.



Investment

This is the founding, four-month inaugural launch of the The Brand Advisory methodology, ahead of it officially opening in 2027.

You are the first to step inside it, you experience it first, and at a rate that will not be offered again.

The Brand Advisory includes:

- 16 x 90-minute weekly working sessions - Wednesday 1pm - 2.30pm*
- 16 x weekly 60-minute office hour, whenever you need it Thursday 2pm - 3pm*
- 4 months ongoing brand strategist oversight
- Your own private Notion board, with your next moves added as I create them
- Your VA in the room with you, at no extra cost
- Monthly guest specialists across finance, mindset, sales and PR
- The option of a private 1:1 with me at any time, at a reduced rate
- A room capped at 20 founders

Total Investment - 4 months

\$5,500 NOTE: This is a once off founding offer only.

PAYMENT OPTION 1

- \$1,100 deposit at signup
- 16 x \$275 weekly payments commencing 31st August

**Pay in full option is also available*

PAYMENT OPTION 2

- 20 x \$275 weekly payments commencing at signup

Next steps

Reply to the Invitation email or hello@emmersyn.com.au to let me know you'd like to join and I'll send you the link to signup.

FAQs

WHO IS THIS FOR?

Founders who have built their brand The Brand Way. It's the only way in - I can't advise on a brand whose foundations I don't know.

IS THIS THE SAME AS WORKING WITH YOU 1:1?

It is built from it. Everything inside the Advisory is what I use in my own consultancy, delivered in a format where you also learn the craft rather than only receiving the outcome. And a private 1:1 upgrade is available at a reduced rate any time something needs working through privately.

HOW IS THIS DIFFERENT FROM COACHING?

Coaching waits for your questions. Here, I teach you how to activate your brand and watch over it as you go, bringing you what's next.

HOW INTIMATE IS THE COHORT?

Deliberately small and limited to 20 founders, so I can go deep and ensure every brand gets my attention.

WHEN DOES IT BEGIN, AND HOW LONG?

The founding cohort runs September to December 2026 over four months, one pillar introduced and activated each month.

HOW MUCH TIME DO I NEED EACH WEEK?

One 90-minute working session, plus the office hour if you want it. Implementation happens with your VA in the room, so the work leaves the session already delegated.

CAN MY VA BE INVOLVED?

Yes, and I encourage it so they are welcome at no charge. Having them in the room building the plan with you in real time, not only teaches them but saves you time passing on instructions and ideas.

WHAT HAPPENS AFTER THE FOUR MONTHS?

You will have started activating the Connection phase of The Brand Way, and you keep those skills for the life of your business. Founding members will be the first invited into the full Advisory when it opens in 2027.



Thank you

For taking the time to explore activating your brand with me.

I would love to take the brand we built together and put it to work - the kind of brand that attracts the right clients and makes the decision to work with you an easy one, not just today but for every version of your business still to come.

I look forward to working with you.

Speak soon

Cassandra



Next Steps

To Join The Brand Advisory, the next steps are outlined below.



QUESTIONS
EMAIL ME



SIGN UP
JOIN HERE



WE START
SEPTEMBER

EMMER
SYN

Contact

Cassandra Emmerson
0405 232 285
hello@emmersyn.com.au
emmersyn.com.au