



# I LEAD MY FUTURE

## ILMF

**COPYWRITING BRAND GUIDELINES**  
**MANIFESTO**  
**STATEMENT**  
**SLOGAN**

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PLEASE NOTE THAT THE PRESENTED GUIDELINES AND SUGGESTIONS ARE THE RESULT OF THE ANSWERS PROVIDED IN THE QUESTIONNAIRE, FURTHER ANALYSIS, RESEARCH AND CREATIVE WORK BASED ON THE BRAND'S SPECIFICS. ALL TEXTS ARE AN ORIGINAL PRODUCT OF AUTHORSHIP. ANY SIMILARITY IS UNINTENTIONAL AND COINCIDENTAL. ALL SLOGAN SUGGESTIONS WERE REVIEWED ON [EUIPO.EUROPA.EU](https://euipo.europa.eu). FOR TRADEMARK AVAILABILITY.

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# tone of voice



**ILMF's tone of voice derives from its creator's persona. It comes to no surprise but it's important to be addressed in order to understand the brand's copywriting flow.**

**However, avoid personal singular pronouns in order to favor the academy's identity and not its creator's.**

**The brand's voice sounds informal while it remains refined. It is certainly not chatty although it should always bring a personal touch.**

**Keep in mind that ILMF's value proposition caters not only people who struggle with their life meaning and goals, but also business professionals who are looking for a better way to present themselves to the world. Having said so, the brand's voice should be kept steady, trustworthy and concise in order to reach its diverse audience.**

# TONE OF VOICE



## ILMF talks in plural personal pronouns:

Subjective pronouns:

**we**

Objective pronouns:

**us**

Possessive pronouns:

**our, ours**

# tone of voice



## Our voice is:

Personal  
Informal  
Trustworthy  
Solid  
Inspiring



## Our voice isn't:

Exemplary  
Formal  
Clichéd  
Academic  
Matter-of-fact

# BRAND VOICE



**ILMF's brand voice resembles your father's best friend who is sophisticated, successful, intelligent and experienced. And whom you very much respect. He always comes up with clever answers and solutions to your everyday struggles. You can trust and count on him unquestionably. He always brings up your best features and gets you to believe in yourself in order to empower you to embrace your own greatness. He is grounded and understands that success doesn't come easy. You enjoy listening to his moral and enlightening stories. He has this great influence on you that motivates you to achieve your goals and lead the life you define and want the same way he achieved his own.**

# MANIFESTO



**Our backstory** is one of experience, ups and downs, reflections and lessons well learned. Just like yours.

**Our vision** is bound to gather a large community of empowered individuals who shape their own future. A breed of people with their own will that takes full responsibility of their actions. Like-minded folks who are ready to have their impact for a better environment and even a better world.

**We believe** that everyone has an enormous potential and their best achievements are yet unlocked. What we value the most are those people who square up to their problems and never shy away.

**Our tribe** is embracing the idea of life ownership and is oh so serious about their future! The people we mentor are convinced they are able to live life to the fullest and here they've found the right place and community to do so.

# MANIFESTO



**We are here** to support you with our proven mentorship combining structured approach with practical tools. Our purpose is helping you find your focus, manage your priorities and develop your incredible potential.

**We can do this** thanks to our comprehensive, holistic method, a working strategy tailored for the needs of every individual. We take into consideration all the building blocks of life management. Once you join, you will gain access to our amazing and fully loaded resource database.

**You will love** our ability to walk in your shoes and our bespoke approach towards souls like you. We respect people's diverse range of backgrounds and their unique journeys.

**Our mission** is to navigate you into leading your own life and your future. We will encourage you to unfold your true potential and create a working life plan to achieve your goals. For life.

# STATEMENT



— “ —

*ILMF helps future winners unleash their present potential  
with personal guidance over all aspects of well-being.*

— ” —

# ON OUR WAY TO ILMF ACADEMY'S SLOGAN



**Once we cleared out ILMF's statement message, it's time to get to its fundament. Based on your answers to the questionnaire, there are two main pillars to focus on.**

**They add up to your brand's unique positioning and will help us reach a hero message.**

# ON OUR WAY TO ILMF ACADEMY'S SLOGAN



The slogan is the driving force behind a brand's philosophy. It derives from a certain direction your business represents. Created accordingly to the unique value proposition, the slogan should complement the brand's name as well as the brand's statement (the essence of your business).

The coaching field is crowded with clichés and inspirational taglines. But in the sea of catchy phrases, we must find the one that represents ILMF the best. It should carry a truth in its core in order to create a genuine communication with the brand's audience.

So let's come up with a good insight in order to find ILMF's truth.



# Pillar #1



**Our audience benefit by receiving proven life management strategies and tools plus structured and integrated process - personalized and specific to the individual with a lifetime access to highly engaging and interactive free resources and all kind of supporting materials.**

**That speaks for:**

**Commitment  
Experience  
Efficiency**

# Pillar #2



**The problem ILMF solves for our audience is helping them to navigate their journey of defining purpose in life, defining their goals, helping them stay focused, build wealth, be healthy and disciplined and overall - how to take control over their life.**

**That speaks for:**

**Achievements  
Growth  
Direction**

# ILMF'S SLOGAN



***Life as we grow it***



## **Meaning:**

The original expression "Life as we know it" is used when talking about something that people are familiar with, especially something that is likely to change. The slogan suggests that ILMF knows "how to handle life" and moreover - how to help people with their personal growth.

# SUPPORTING MESSAGES



## ***Start your own movement***



### **Meaning:**

This call to action urges people to begin a new chapter of their life. Here the term "movement" is both associated with "revolution" and "going in a certain direction". The word "movement" is also related to a community of like-minded people.

# SUPPORTING MESSAGES



## ***A formula for life***



### **Meaning:**

A bold statement that represents ILMF's approach - holistic and functional. "For life" is ambiguous - it means both "created for understanding the meaning, the purpose and the maintenance of life" like a manual and "for good, for the rest of one's life" as the latter suggests sustainable results.

# FINALLY...



**This is how ILMF's name, slogan and statement  
will all look,  
forming a strong brand message together.**





## **LIFE AS WE GROW IT**

**ILMF helps future winners  
unleash their present potential  
with personal guidance over  
all aspects of well-being.**



## **START YOUR OWN MOVEMENT**

**ILMF helps future winners  
unleash their present potential  
with personal guidance over  
all aspects of well-being.**



## **A FORMULA FOR LIFE**

**ILMF helps future winners  
unleash their present potential  
with personal guidance over  
all aspects of well-being.**

”

***Choice is what enables us  
to tell the world who we are.***

**Pick wisely.  
Thank you for your time!**

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