

VYC Studios | **BRANDUPP™**  
UNCOVER. POSITION. PROFIT

CLARITY FIRST EXPERIENCE



## CLIENT PATHWAY KIT

A premium mini-package that turns clarity into momentum.

[www.vycstudios.com](http://www.vycstudios.com)



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# WELCOME TO CLARITY

Thank you for attending the Clarity First Experience.

You didn't just register for a Zoom call — you created space for clarity, truth, and transformation. Whether you're pivoting, starting over, or simply tired of spinning your wheels — you've now taken the first step toward building something aligned.

Inside this kit, you'll find tools to help you:

- Reflect on what came up during the session
- Visualize your next aligned move
- Self-assess your readiness for the BrandUPP™ journey
- Redeem a \$150 Clarity Credit toward your next step

# A Note From Rene Diane

I created the Clarity First Experience after seeing too many capable business owners invest in branding, websites, and marketing before they were clear.

I've lived that cycle myself.

Clarity First exists to help you pause, realign, and move forward with intention — before doing more.

This work isn't just about business.

It's about you — your voice, your vision, and your value.

What Happens Next

Clarity becomes powerful when it's used.

From here, there are two aligned paths.

Neither is required. Both are intentional.

Path One: Stay Supported

The Clarity Collective Community

For those who want accountability, reflection, and guided momentum while continuing to clarify their ONE thing.

Path Two: Move Into Alignment

BrandUPP™ Visual Clarity Intensive

For those ready to align their brand fully — clarify their ONE thing, remove confusion, and bring their visual presence into completion.

Your Clarity Credit

As a Clarity First participant, you've received a \$150 Clarity Credit, valid for 30 days, toward a qualifying next step.

Use it to move forward intentionally.

With Clarity,

*Rene Diane*

Visual Brand Strategist & Clarity Consultant  
Founder, VYC Studios | Creator of BrandUPP™



# The BrandUPP™ Journey: From Chaos to Clarity to Confidence

## THE LOOP:

Each stage leads into the next – or may cycle back when growth reveals new layers. It's not linear. It's transformational.

## Not sure which stage you're in?

Take the BrandUPP™  
Readiness Assessment  
next.

### STAGE 4: PROFIT

Monetize your clarity with intention. Now that your brand is aligned, you'll attract clients that pay, stay, and refer. We refine packaging, pricing, and messaging for conversion.

### STAGE 3: POSITION

Align your voice, visuals, and presence. Once clear, we build your brand's message, strategy, and identity:

- Messaging & core promise
- Brand voice & style
- Visibility & platform alignment

### STAGE 2: UNCOVER

Identify the blocks, beliefs, and blur behind your brand.

We go deeper to help you clarify:

- Your ONE thing
- Your ideal client
- What you're really offering

### STAGE 1: YOU ARE HERE

Clarity First Experience (✓ Completed)

You paused. You reflected. You uncovered truth.

Now you're ready to decide what happens next.



## A Gift for You: *VYC Studios Clarity Credit*

VYC Studios Clarity Credit — \$150

This Clarity Credit is included with your Clarity First Experience and is designed to support your next aligned step.

The \$150 credit may be applied toward one of the following next-step services at VYC Studios:

- 1:1 Clarity Strategy Session
- BrandUPP™ Private Experience
- BrandUPP™ Cohort (when open)

### Credit Details

- One-time use only
- Expires 30 days from your Clarity First Experience
- Non-transferable
- Not redeemable for cash
- Cannot be combined with other offers

Your next step will be clarified during the experience.

# Are You Ready for BrandUPP™?

Read each statement and check all that apply. Tally your score at the bottom to discover which path fits you best.

## **I'm Ready to Uncover:**

- I have ideas, but I'm not sure which one to commit to.
- My current brand or offer doesn't reflect who I've become.
- I've been building but feel disconnected or confused.
- I know I need to start over — I just don't know how.
- I struggle to explain what I do without rambling.

## **I'm Ready to Position:**

- I know my "ONE" thing, but my message isn't clear.
- I'm showing up, but it doesn't feel consistent.
- My visuals, bio, or brand identity need alignment.
- I'm not attracting the right audience (or any).
- I need help building a brand that feels like me.

## **I'm Ready to Profit:**

- I have clients, but income is inconsistent.
- I want to repackage or raise my prices.
- I'm ready to be seen and grow visibility.
- I need strategy around offers, pricing, and positioning.
- I'm tired of being unclear — I'm ready to move.

## **Tally Your Checkmarks:**

4 or more in any one category?

→ That's your current stage. Focus there first for the biggest clarity breakthrough.

Scored 2–3 across multiple areas?

→ You're likely in transition. Start with the highest-scoring stage — it will help unlock progress in the others.

Scored evenly (2–3) in all sections?

→ You're doing a little of everything — time to pause and get clear. Begin with the Clarity First Experience or BrandUPP™ Foundations to find your ONE focus.

# About Access & Next Steps

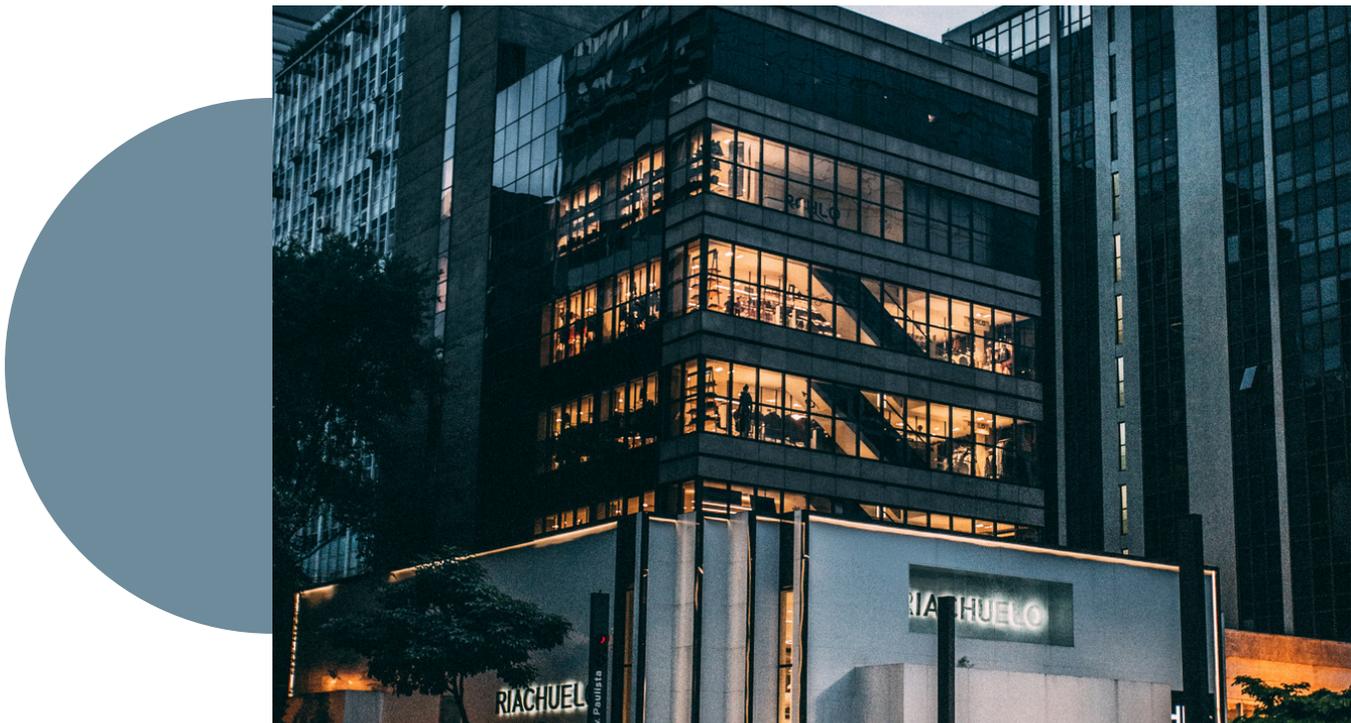
The Clarity First Experience is designed to unfold in stages. During the live session, you'll be introduced to aligned next steps based on your readiness and goals. At that time, you'll unlock access to:

- The Clarity Collective — a private space for ongoing clarity and accountability
- Instructions on how to apply your \$150 Clarity Credit toward your next aligned step

This approach ensures you're not choosing from options before you've had time to reflect, gain clarity, and understand your current stage.

For now, your focus is simply to prepare, reflect, and show up fully present.

Clarity leads. Everything else follows.



# Contact Us

 vycstudios.com



 Schedule A Clarity Call



 Based In Charlotte NC  
Serving World Wide.

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