

Mom-Life with Shandi Hanna

Brand Positioning & Messaging Guide

Created with heart by Meg Joyce, inKind Design inc. — Because your brand's story needs to be told.

1. Brand Essence

Shandi Hanna: You help moms stop chasing “balance” and start living lives that actually feel good—real, messy, fulfilling, and fully their own. With your sassy truth-telling, big-sister energy, and practical, I’ve-been-there coaching style, you show them they don’t have to “do it all” to feel whole.

And here’s the thing... Mom-Life with Shandi Hanna is more than a business—it’s a vehicle for *you*. **You are the brand**. Your voice, your experience, your perspective, and your wisdom are the most valuable things you offer and all the programs, workshops, and coaching sessions you create are just the tools you use to share that with the world.

No matter how your business shifts—whether you add new offers, change your programs, or evolve the way you support moms—the constant is always you. You’re the humor, the heart, the no-nonsense truth, and the deep care that draw people in. Mom-Life with Shandi Hanna exists so you can bring all of yourself—your story, your leadership, and your compassion—to the women who need it most.

You don’t just run a brand; **you are the brand**. Everything else is the stage you’re building to stand on and share your voice, your insight, and your commitment to helping moms feel good in their lives again.

2. Core Brand Promise

A Promise to All Moms: No matter how messy, complicated, or overwhelming motherhood feels, Mom-Life with Shandi Hanna exists to remind you that you are more than the roles you fill and the to-do lists you carry. You’re a person. And this is a space where your real, unfiltered life isn’t just welcomed, it’s celebrated—a place where you can put down the impossible expectations of “doing it all” and finally breathe. Because you don’t need another list of things to do—you need someone to remind you that you have permission to feel *good* in your own life.

And you don’t have to change everything all at once. We just need to shift your default settings - and choose them on purpose this time. It’s easier than you think to get the life you want, but you need someone to help you get there. That’s Mom-Life with Shandi Hanna is.

Elevator Pitch: Moms don’t actually want to ‘achieve a perfectly balanced life’ or ‘do it all.’ We just want to *feel good* — and right now, most moms don’t. That’s where I come in.

3. Mission & Vision

Mission: My mission is to burn the old rulebook for mom-life—the bare-minimum standards, the constant self-sacrifice, the endless grind, guilt, and comparison—and build a new reality where moms are living big lives stuffed with joy, ease, and overflow. Because mom-life isn't about shrinking yourself for everyone else. It's about creating a life so lit up, so full of happiness and meaning, that it naturally spills over to your family and the world around you.

Vision: My vision is to create a community of badass women in every stage of mom-life who are done with the old standards and expectations. We're saying *fuck that noise* and building lives that light us up so fully, so unapologetically, that the overflow naturally pours into our families and the world.

The women I work with are learning to live their lives out loud—celebrating, supporting, and inspiring each other just by being, and choosing, themselves. As I guide them through their own personal revolutions, they're showing up for themselves *and* for each other—on our calls, inside our online community, and even on their own because the connection runs that deep. They've been craving this support network, this village, and together we're creating it.

4. Your Brand Design

Your Brand Aesthetic

The brand aesthetic blends earthy, grounded tones with cool, modern energy — a visual reflection of the impossible balance moms are asked to hold every day. The palette centers on natural, muted hues — soft blues, greens, turquoise, and warm neutrals — layered with pops of pink and yellow that bring a spark of joy, rebellion, and play.

The logo and typography lean modern and clean, anchoring the visual identity in clarity and confidence, while background imagery of turquoise stone grounds everything in something raw, real, and deeply natural.

Together, these two sides — the wild and the earthy, the modern and the organic — capture the dual nature of *you*, Shandi: bold and compassionate, calm and chaotic, nurturing and unapologetically rebellious. **It's a brand that holds contrast beautifully — just like motherhood.**

Cultural and spiritual meanings of turquoise stone:

Protection - Many cultures consider turquoise a protective stone, historically worn by warriors for courage and safety in battle. It is also believed to protect against evil and negative energy.

Healing - Turquoise is often called the "master healer" of gemstones and is thought to promote physical and emotional balance and well-being.

Communication and truth - Turquoise is linked to the throat chakra and is believed to help people speak their truth openly and honestly, strengthen relationships, and inspire self-expression.

5. Your Voice & Tone

Shandi, your voice *is the magic*. Don't overthink it—say it the way you'd say it to a friend over coffee. The off-the-cuff, real, unpolished you is exactly what people need to hear. And here are some reminders of what that is, for when you get stuck in your head:

Brand Personality:

- **The Sassy Truth-Teller** → Calls out the BS with humor and heart. She will feel the tension in the room and call it out in a way that gets everyone laughing and feeling safe again.
- **The Protective Big Sister** → Fiercely loving, keeps it real. She will stand up for you when you can't stand up for yourself.
- **The Empowering Guide** → Helps moms dream bigger, feel better, live fuller. She doesn't just say it's possible, she is living proof!!!
- **A Touch of Woo** → Mindset, self-belief, and possibility without being overly soft and witchy. She gets that mindset is BIG and super helpful, but also gets that it's not tangible and that sometimes moms just need practical solutions.

Tone:

- Warm & funny
- Straightforward & encouraging
- Empowering without judgment
- Honest with a wink of humor

6. Brand Pillars & Key Messages

Pillar 1: Redefining Balance

- **Key Message:** Balance isn't about checking boxes or doing it all. It's about feeling like a whole person *while* being a mom.
- **Taglines & Phrases:**
 - "This is balance without the burnout, the BS, or the guilt."
 - "You don't need to do it all. You need to feel good in your own life."

Pillar 2: Focus and Intention

- **Key Message:** What you focus on, you strengthen.
- **Content Angles:**

- The Joy Muscle → finding what lights you up.
- The No-Guilt Muscle → living without apologies.
- The Self-Worth Muscle → remembering who you are.

Pillar 3: Big Sister/BFF Energy

- **Key Message:** Calling out the pressure, guilt, and impossible standards placed on moms — with fierce humor and love.
- **Content Angles:**
 - Social Media Posts: “What even *is* the fun mom, and why do we care?”
 - Social Media Posts: The “shoulds” we never signed up for.

Pillar 4: Personal Storytelling

- **Key Message:** Your journey — divorce, big goals, motherhood, finding yourself — is proof of what’s possible.
- **Content Angles:**
 - Blog Series: *The Year I Went For It*
 - Podcast: *Mom-Life Revolution* → Shandi’s stories with guest interviews.

Pillar 5: Community & Support

- **Key Message:** Moms don’t have to do this alone — there’s power in being seen and supported.
- **Content Angles:**
 - Single Moms Club → In person get-togethers that create a safe, fun, supportive space.
 - Group workshops → Community and connection with tools for real life.

7. Signature Language Bank

Think of this language bank as your secret stash of words, phrases, and one-liners that sound *just like you*. It’s not here to tell you what to say. It’s here to give you an inspirational spark when you need it—whether you’re writing a post, filming a Reel, or trying to capture the heart of what you do in a way that doesn’t feel salesy or forced.

You can:

- **Steal a line** when your brain feels blank.
- **Remix a phrase** to fit whatever’s on your heart today.
- **Drop one in** for extra punch in your emails, blogs, or captions.

The beauty? They're all in your voice already. No overthinking. No perfection. Just you, off the cuff, and keeping it real.

For Calling Out the BS

- “Motherhood isn’t supposed to be a full-time guilt trip.”
- “You don’t need another productivity hack. You need space to breathe.”
- “Can we stop pretending balance means doing it all, all at once?”
- “You’re not a bad mom for wanting five minutes to yourself. You’re literally just a human.”
- “This whole ‘fun mom’ thing? It’s made up. You’re already enough.”
- “Stop apologizing for wanting a life that feels good.”

For Empowering and Encouraging

- “Permission to want what you want — granted.”
- “Motherhood is a *part* of you, it’s not your whole identity.”
- “You don’t have to check all the boxes to be a good mom.”
- “Balance isn’t a checklist. It’s a feeling.”
- “Being a good mom starts with making *yourself* a priority, not the to-do list.”
- “The things that light you up matter — they matter because YOU matter.”

For Humor and Sass

- “You can’t pour from an empty cup... but sure, keep telling me to ‘lean in.’”
- “Self-care isn’t bubble baths. It’s saying no without feeling like crap.”
- “We’re not doing Pinterest-perfect around here. We’re doing real.”
- “If balance means eating cookies in the car while hiding from your kids... count it.”
- “Motherhood is hard enough. Let’s stop making it a competitive sport.”

For Selling Your Programs (Inviting, Not Pushy)

- “Start small. Start here. Start with one thing just for you.”
- “If you’re tired of the guilt and the grind, you’re in the right place.”
- “Let’s trade burnout for breathing room — together.”
- “Your next chapter doesn’t start with a to-do list. It starts with you.”
- “Ready to feel like yourself again? Let’s do this.”

- “Big dreams, good life, zero guilt — that’s the goal.”

For Community and Belonging

- “You’re not alone. Not anymore.”
- “Motherhood wasn’t meant to be a solo gig.”
- “This is your permission slip to stop pretending.”
- “Every mom deserves a safe place to fall apart — and start again.”
- “Here, we celebrate the real, the messy, the imperfectly beautiful.”

8. The Podcast

The Mom-Life Revolution with Shandi Hanna

Tagline: Motherhood doesn’t need more rules. It needs a revolution.

Podcast Description:

Welcome to The Mom-Life Revolution — the unfiltered podcast for moms who are done with the guilt, the grind, and the impossible standards. I’m Shandi Hanna — life coach, mom of three, and your rule-breaker-in-chief. I’ve lived every version of mom-life, and here’s what I’ve learned: you don’t need fixing — the rules do.

This is your space for sass, truth, and tools that actually work. We’re ditching the old standards, burning the mom guilt, and building lives that feel big, joyful, and unapologetically our own.

Short, bold, and full of heart — because sometimes 20 minutes is all it takes to shift your whole damn day.

If you’re ready to stop surviving and start rebelling - **welcome home, rebel. *Let’s fucking go.***

9. Mom Archetypes

These mom archetypes are a SUPER helpful way to market your workshops and programs. They aren’t about labeling—they’re about helping moms to see themselves in the patterns, the pressure, and the expectations they’ve been carrying so they can finally name it, know it, and take the first step toward changing it. It’s like turning the lights on in a messy room—suddenly it makes sense that you’ve been tripping and stumbling and stubbing your toe every time you go into that room... and now that you know, you can ask for help and actually *do* something about it.

The Hot Mess Mom

- **Description:** A walking tornado of carpool lines, mismatched socks, and forgotten permission slips. Coffee is her lifeline.
- **Challenge:** She feels overwhelmed, like she’s always behind.

- **What She Wants:** To stop feeling like life is one long to-do list and find some breathing room.
- **Intro Offer Fit:** The \$35 Video Workshop is her best starting point — baby steps toward feeling like herself again.

The Hollow Mom

- **Description:** From the outside, she looks like she has it all together. Inside? She feels empty, numb, and disconnected.
- **Challenge:** She doesn't even know what would make her happy anymore.
- **What She Wants:** To feel alive again, like life has color and meaning.
- **Intro Offer Fit:** The *Balance Without the BS* Workshop helps her reconnect to what she wants.

The Mom-Guilt Mom

- **Description:** She apologizes for everything — wanting a break, wanting more, wanting less... always feeling like she's failing someone.
- **Challenge:** She can't make a move without second-guessing herself.
- **What She Wants:** Permission to want what she wants without the internal (and external) mom-guilt soundtrack.
- **Intro Offer Fit:** The *3-Day Mini-Series Workshops* teach her to say yes to herself without the guilt.

The Fun-Mom Wannabe

- **Description:** She sees the Instagram moms with the crafts, the vacations, the perfect smiles... and feels like she's failing the "fun mom" test.
- **Challenge:** She's comparing herself to a standard she never agreed to.
- **What She Wants:** To be herself and enjoy her kids without feeling like she has to put on a show.
- **Intro Offer Fit:** Themed Mini-Series Workshops like *How to Make Summer Vacation Not Suck* to help her embrace real joy.

The On-Hold Mom

- **Description:** She has big dreams but feels like motherhood means she has to put them on hold forever.
- **Challenge:** She doesn't know how to go after what she wants without blowing up her life.
- **What She Wants:** To feel supported and capable of pursuing her goals AND being a mom.
- **Intro Offer Fit:** The *Mastermind* or *1:1 Coaching* gives her the structure and support for big dreams.

The Do-It-All Mom

- **Description:** She's doing all the things — PTA, snacks, work, family — but she's running on fumes and one small thing could break her.
- **Challenge:** She doesn't know how to step back without everything falling apart.
- **What She Wants:** Rest, peace, and a life that doesn't feel like drowning.

- **Intro Offer Fit:** *Balance Without the BS* Workshop teaches her how to put herself back on the list.

The Ready-for-a-Revolution Mom

- **Description:** She's hit her breaking point — she's over the guilt, the grind, the unrealistic standards, and the endless “shoulds.” She's ready to burn the rulebook and build something better. You can see it in her eyes — she's tired, but there's a spark. She's ready for her “fuck this” moment.
- **Challenge:** She's done. She's ready. She *knows* something needs to change but isn't sure where to start. She's craving direction, community, and a plan that actually fits real life — not another system that makes her feel like she's failing.
- **What She Wants:** To feel powerful again. To take control of her life, make her own rules, and have fun doing it — without feeling guilty for wanting more.
- **Intro Offer Fit:** The \$35 Video Workshop or a live group challenge — something that feels like a rallying cry and gives her that first taste of momentum, clarity, and community. She is also SO HERE for the podcast and is going to be up for just about anything once she gets that first taste of who you are and what you can do for her.

10. Offer & Sales Framework

This is how I see your offers and how they can work together like a clear, natural ladder. The key is connection first, sales second—**you don't need to push, you need to show up and let moms see you.**

Your Offers:

Low-Barrier, Entry Offers:

These are the ways moms meet you without feeling sold to. Quick social posts, fun Reels, free guides, mini-challenges, and a short \$35 video workshop—all of these give them a taste of your humor, your heart, and your no-BS approach. It's about building trust and showing moms, *I get you*, before they commit to anything bigger. All of these get to feel fun and inviting, like a breath of fresh air after being in a room that smells bad. Not life changing, but creating a moment of remembering what *good* actually feels like.

Mid-Level Offers:

The next level up is group workshops. These come in a couple shapes and sizes, so they can be 1-day workshops, 3 day workshops, and seasonal miniseries workshops. These are still affordable, but they give moms real wins and a sense of community. They're the perfect next step for moms who want more guidance but aren't ready for full-on 1:1 coaching.

High-Touch Offers:

For the moms who are ready to go deep, you have 1:1 coaching, VIP intensives, or mastermind programs. This is where the transformation happens. It's personal, practical, and high-impact—the space where your guidance changes lives in the most meaningful way.

Sales Channels:

- Social media is your front door—fun, relatable content that draws people in.
- Email is your living room—where you deepen connection and make gentle, heartfelt invitations. Write personal-sounding, love letters to moms in need.
- Live experiences, workshops, and speaking gigs are your stage—moments where your humor, heart, and energy shine and invite moms into the next step.
- Blogging, podcasting, and guest spots bring new moms to your world. Blog series: *The Year I Went for It* (tell the story of transformation that has gotten you here)
- Your website is the home base where everything lives and can be easily accessed in the heat of the moment. Simple, direct, nothing extra or confusing.

Sales Rhythm:

Selling doesn't have to feel pushy or complicated. This rhythm keeps things simple and fun.

1. Inspire + Connect → Regularly share real, raw stories and perspectives that make other moms feel seen and inspired. Give them behind-the-scenes moments, wins, and thoughts that make them think *“yes, this is me”* or *“man, I want that.”*
2. Invite → Run mini-workshops, challenges, or free events every few weeks. Casually invite people into what you're building. Show them what it is, why it matters, and how to join—like you're sharing something amazing with a friend.
3. Convert → Show the energy and results as they happen. Share breakthroughs, answer questions, and keep the excitement growing as spots fill or deadlines approach. Mid-level offers naturally lead to high-touch coaching.
4. Nurture → Celebrate the new members and share the magic inside the community. Shout loudly about the big transformations happen. Keep the vibe high so others can see what they missed—and what they want in on next time. Keep moms engaged between launches and events with emails, behind-the-scenes, and casual Q&As.

The beauty of this framework is that you're always offering something without ever feeling like you're “selling.” Each level naturally flows into the next, and moms can move at their own pace, guided by your voice, humor, and care.

11. Brand Summary

Mom-Life with Shandi Hanna exists to rewrite the rules of mom-life for a generation of women who are done with the guilt, the grind, and the impossible standards. At its core, this brand is YOU, Shandi — your humor, your heart, your honesty, and your real-life, earned wisdom. Through workshops, coaching, community, and your own unfiltered storytelling, you show moms what's possible when they stop chasing “balance” and start creating lives that actually feel good.

This isn't about doing more. It's about changing the entire experience of mom-life — from survival mode to a life that's big, joyful, and unapologetically their own. With a mix of sass, soul, and zero

judgment, **Mom-Life with Shandi Hanna** is here to be the permission slip, the guide, and the community moms have been waiting for.