

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.

6. 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 connect to what she wants.

End of Sample Email Meg@inKind-Design.com for access to the full document and to ask questions.