

**PARTYSLATE**

Digital Day



**How to Build a Lifestyle Brand  
With David Tutera**

# 5 important elements of a business brand strategy

- Purpose                      Your mission and why you do what you do
- Values                         What you stand for, your core values, and what you believe
- Personality                    How you want to be perceived by others
- Positioning                    How you are different and how you appeal to target clients
- Identity                        What your brand looks like and how it appears to others

# What is a lifestyle brand?

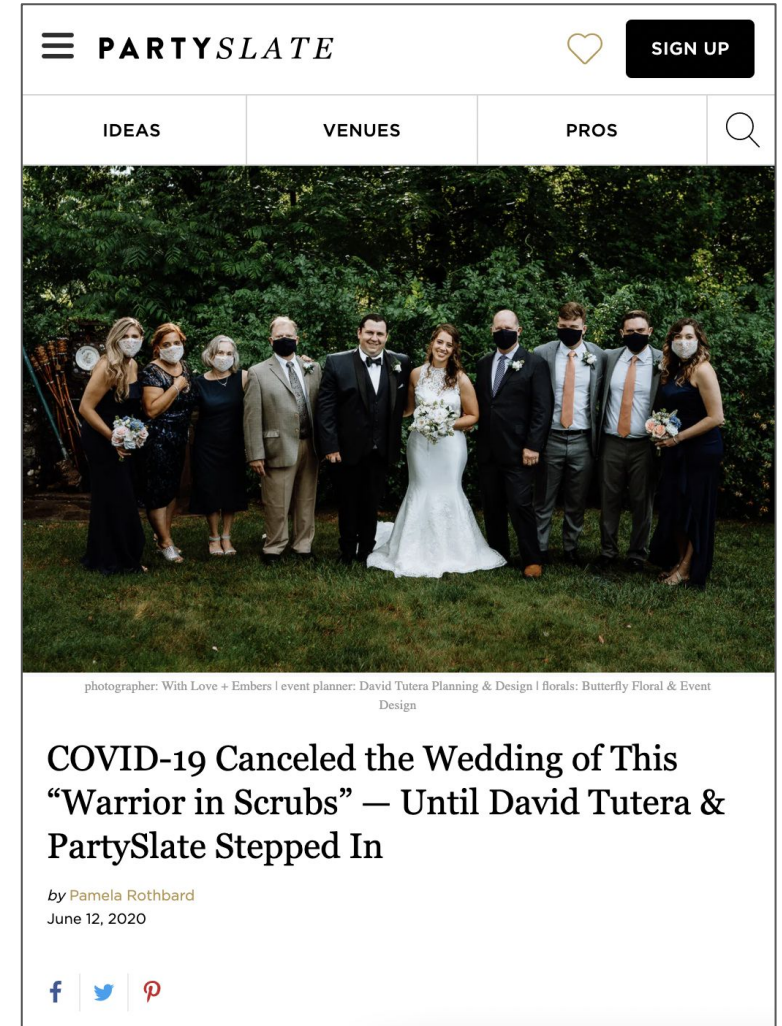
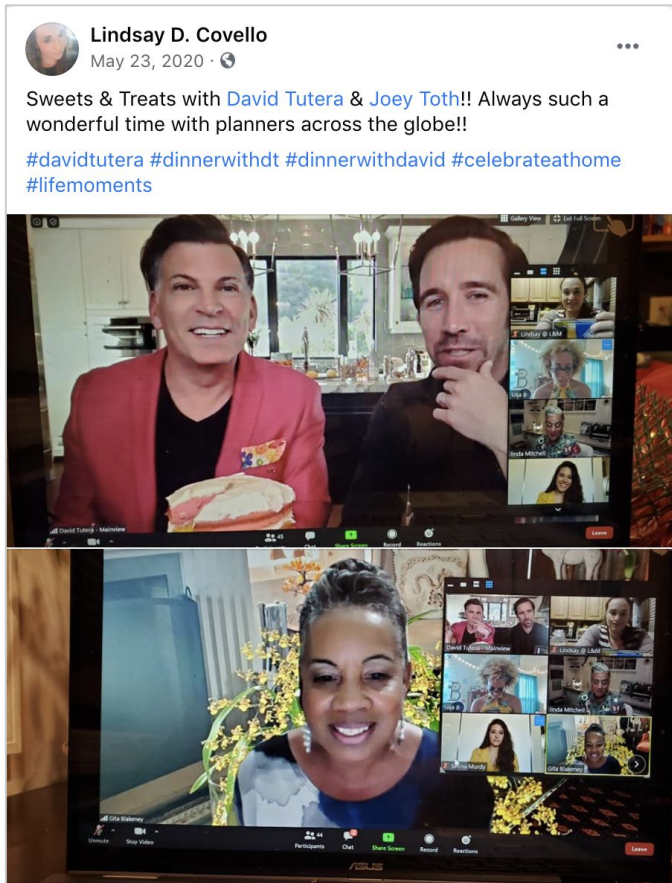
Lifestyle brands allow you to encompass your ideal version of you. They give you a sense of belonging to a community you admire or appreciate.

The screenshot shows the PartySlate website interface. At the top, the PartySlate logo is on the left, and a heart icon and an envelope icon are on the right. Below the logo are three navigation tabs: 'IDEAS', 'VENUES', and 'PROS', along with a search icon. The main content area features a large image of a wedding reception in a stone building with arched windows. Below the image is a circular profile picture of David Tutera. The profile information includes: 'EVENT PLANNER', 'David Tutera Planning and Design', 'Based in Los Angeles, California, USA', and 'Will travel internationally'. Below this, it lists '24 Event Albums', '383 Photos', and '35 Years in Business'. A black button labeled 'REQUEST INFO' is positioned below the statistics. Underneath the button, it says 'Avg response time 12-24 hrs'. At the bottom, there are five rounded rectangular buttons: 'Overview', 'Gallery', 'Videos', 'Testimonials', and 'Team'.

# Building community and creating experiences



# Amplify unique content online



A strong brand helps secure meaningful partnerships

DAVIDTUTERA™



**PARTYSLATE**

VERAWANG

**Crate&Barrel**

A strong brand helps secure media opportunities



# 3 steps to building a stronger brand

## 1. Document your brand strategy

- Purpose
- Values
- Personality
- Positioning
- Visual identity

## 2. Create a roadmap for your brand

- Do you aspire to build a lifestyle brand?
- How will you build community?
- What partnerships would align with your brand?

## 3. Create a content strategy to build your brand

- Focus on 2-3 content areas to build authority
- Amplify content on social media and blogs
- Secure speaking engagements (and press) to reinforce your brand



# How we can help

- Free PartySlate profile
- Virtual brand consultation
- Brand planning template

*Up next:*

## Secrets to Getting Published, From Platforms to PR

**PARTYSLATE**

IDEAS VENUES PROS

EVENT PLANNER  
**David Tuter Planning and Design**  
Based in Los Angeles, California, USA  
Will travel internationally

24 Event Albums  
383 Photos  
35 Years in Business

**REQUEST INFO**

Avg response time 12-24 hrs

Overview Gallery Videos Testimonials Team