

# HIGHER BRANDING

MELISSA MAUGHN

## The Idea Decoder

A Simple System to Prioritize Your  
Next Move in Just 10 Minutes

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

# Welcome all visionaries, pioneers, and change-makers!

A guided worksheet to help you find that clear next step for your business and brand, compromise-free.



First, I want you to know that this is a safe space. This is a space for me to share and for you to get the answers to some of the questions you're looking for so that I can help position you with your unique gifts and talents to make the impact you want to make.

I am here to help you build your business and brand and simplify your marketing efforts.

I know you have something different to offer "your people" the community of like-minded people you want to help. So, let's do it!

Let's position you as the expert you are to use your voice to bring solutions to your clients.

*Melissa*

Personal Brand Strategist / Speaker



# The Idea Decoder

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If you're here, it means you're full of ideas and that's a beautiful thing.

But even when all your options are good ones, knowing which one to pursue next can feel like a lot.

Not because you're unclear, but because you care about making the right move with intention.

The Idea Decoder is here to help you do exactly that.

This isn't about choosing one idea forever. It's about choosing what makes sense for now, with clarity, purpose, and peace of mind.

You'll walk through a simple, focused system to help you sort your ideas, weigh what's most aligned, and feel confident in your decision.

You don't need more brainstorming. You need a moment to pause, reflect, and prioritize.

Let's get started. ✨

# The Idea Decoder

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You don't need to think of more ideas. You need to trust the ones that already exist within you.

When you understand your values, your beliefs, and the goals that are important to you, it makes taking that next step easier.



# Compromise-Free Branding

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The more clearly you understand who you're speaking to, the more meaningful and effective your message becomes.

You're not trying to reach everyone, you're here to connect with the right ones.  
Let's get specific about your people

Use the prompts on the next page to dig in more.

*Connection begins when someone feels like you understand them...*

# Bonus Action Step!

1. Who are you naturally drawn to help (be as specific as you can; think personality, values, or life stage)?

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2. What challenges, emotions, or questions are they navigating? What kind of support, healing, or growth are they hoping to experience?

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3. What do they need to believe about themselves (or about you) before they can say yes?

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# The Idea Decoder

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So what do you need to get started, and how this works:

- 3–5 ideas you're considering
- 10 minutes
- Pen or digital copy of this worksheet

How It Works:

- You'll score each idea in 4 categories: Alignment, Energy, Impact, and Ease
- You'll reflect on your totals and how they feel
- You'll choose the one that's most aligned for this season
- You'll walk away with clarity on what to pursue now without discarding the rest

This is not about finding the "best" or "only" option. It's about making an intentional, informed decision based on what matters most to you in this season.

# Write down 3-5 ideas you're currently considering

*(Examples: starting a podcast, creating a new offer, reworking your brand messaging, applying for speaking gigs)*

Take a few moments to capture the ideas that keep circling in your mind.

Don't overthink it. Kind of like a braindump right now, just list the things that have been on your heart or in your notes app lately.

Idea 1: \_\_\_\_\_

\_\_\_\_\_

Idea 2: \_\_\_\_\_

\_\_\_\_\_

Idea 3: \_\_\_\_\_

\_\_\_\_\_

Idea 4: \_\_\_\_\_

\_\_\_\_\_

Idea 5: \_\_\_\_\_

\_\_\_\_\_

# The Idea Decoder

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Now it's time to evaluate your ideas with a simple scoring system called *The Prioritization Matrix*.

Rate each idea from 1 (low) to 5 (high) in each of these four categories:

1. Alignment — Does this idea align with your values, vision, and current season of life?
2. Energy — Does this idea genuinely excite you? Will you enjoy working on it?
3. Impact — Will this idea make a meaningful difference for your business or your audience?
4. Ease — Is this idea doable with your current capacity, time, and resources?

# The Prioritization Matrix

After scoring, add up the totals. Then take a moment to reflect before jumping to a decision. The scores are here to guide you, but your gut still gets a say.

| <b>Criteria</b>  | <b>Idea 1</b> | <b>Idea 2</b> | <b>Idea 3</b> | <b>Idea 4</b> | <b>Idea 5</b> |
|------------------|---------------|---------------|---------------|---------------|---------------|
| <b>Alignment</b> |               |               |               |               |               |
| <b>Energy</b>    |               |               |               |               |               |
| <b>Impact</b>    |               |               |               |               |               |
| <b>Ease</b>      |               |               |               |               |               |
| <b>Total</b>     |               |               |               |               |               |

How do you really feel about the scores? Now that you see it on paper, what do you feel is the right next step that you should take.

Keep in mind that you have to be EXCITED about this next step. And also have the capacity to give the right amount of time and effort that it will require.

# The Idea Decoder

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Use these prompts to help make your final decision with clarity and confidence:

- Which idea scored the highest? Does that surprise you?
- Which idea are you most excited to bring to life?
- Does your top-scoring idea feel like the right next move? Why or why not?
- Is there one idea that feels most aligned for now, even if you pursue the others later?
- What, if anything, would make your top idea feel more possible right now?

Trust what your heart is telling you. You don't need to justify your choice, you just need to feel grounded in it.

If you want the Google Doc version of this document, click [\*\*HERE\*\*](#)



YOU **WIN** OR  
YOU LEARN...

*It's as simple as that.*

# The Idea Decoder

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You did it. You chose your next move, and that kind of clarity deserves to be celebrated 🎉

Now, it's time to give that idea the structure and support it needs to thrive.

In **The Compromise F.R.E.E.D.O.M. Roadmap**, I'll help you:

- Build a flexible business framework around your chosen idea
- Create aligned offers, content, and messaging with clarity
- Design a structure that supports your creativity and flow, without boxing you in
- Help you keep track of your financial considerations

If you're ready to move from clarity to momentum, I'd love to see you inside.

📌 [Learn more about **The Compromise F.R.E.E.D.O.M. Roadmap** here.]

Bonus Tip: Not ready to move on the other ideas yet? Great. Keep this worksheet as a record. You can revisit it any time you feel a pivot coming or want to reassess where your energy is best spent.

# Compromise-Free Branding

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There may be many people who do similar work, but no one can replicate your story, your voice, or the way you carry your clients through transformation.

*People remember clarity,  
not complexity.*

You were created to  
create. To serve. To  
be a blessing to  
someone else.

Stay focused. Be an ACTION-TAKER.



# Brand Coaching Services



## One-Hr Strategy Call

### **Breakthrough Strategy Session**

In 1 hour, get the solution to your ONE pressing problem NOW!

\$247

## Signature Offer

### **Compromise-Free Brand Method**

My signature offer! Create a distinct and cohesive brand that communicates your expertise and unique value.

\$1500

## Minimum 3 Month Coaching

### **Structure + Flow: The Business Design Lab**

Guiding you in brand and business development from brand positioning to lead generation and sales.

Starting at  
\$4997

\*\$200 off 1:1 offers/programs (for previous clients, not applicable to 1-hr strategy call)

\*\$50 off for every referral that works with me (Max 5 referrals, not applicable to 1-hr strategy call)

# Testimonials



"Working with Melissa was a great experience. She was able to understand my needs, style, and what I was looking for to represent my brand. She is very **intuitive** and **clear** about her process. I am **very happy** with her work and **highly recommend** her services."

- Wendy, Health and Wellness Practitioner



[Melissa] helped me gain so much **clarity and direction** on the development of my brand.

All of your **ideas were so innovative and creative**, and I am DEFINITELY looking forward to applying these strategies into **building my brand**.

-Steve - Music Producer



Working with you Melissa was a **breath of fresh air**.

You were able to **express my message better** than I was myself!

Your understanding of social media mixed with **brand messages** are a unique blend that makes working with you **so so valuable** for my business!!!!

- Mirelle, Business Coach

# Let's Get Started!

Looking forward to continuing your business journey with you!

If you have any questions, feel free to message me on Instagram and send me a message through email.

Let's do this!

[SCHEDULE A CALL](#)

[LEARN MORE](#)



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# Contact Information

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WEBSITE FOR AGENCY WORK:

<https://higherbrandingxrom.com>

Get a full brand and content marketing strategy, website development, photo and videography services available (Photo and video services for Montreal and surrounding areas only, but able to travel if necessary \*fees apply).