

# UNFOLLOW ORDINARY™

*A high-impact framework for building brands  
that cut through and grow with purpose*

Facilitated by Anja Barisic  
Brand Strategist | Founder | Consultant | Speaker



# Course overview

Unfollow Ordinary™ is a brand-building program designed to help business owners cut through the noise, stand out strategically and grow with purpose.

## Who it's for

Leaders & owners refining market position  
SMEs ready to elevate and expand  
Startups aiming for faster growth  
Marketing, comms and BD professionals

## Business Outcomes

Sharper, differentiated positioning  
Consistent, trust-building messaging  
Growth-focused campaign strategies  
Stronger brand equity and loyalty



**Format:** 5-week live course | 1-hour weekly sessions | Delivered online

Drawing on 13 years' experience across corporate marketing, startups and running her own business, the course provides the frameworks, tools, and confidence to create a brand that is both commercially effective and creatively distinct.

# Session breakdown and learning outcomes

## WEEK 1 ANCHOR

Define your brand's purpose and market position. Identify your core beliefs and value proposition.

**Outcomes:**  
A clear positioning statement and belief system framework.

## WEEK 2 DIFFERENTIATE

Analyse your competitive landscape. Shape a unique brand voice and strategic edge.

**Outcomes:**  
Messaging pillars and differentiation map.

## WEEK 3 COMMUNICATE

Establish clear, consistent brand messaging, and translate it into a structured content approach.

**Outcomes:**  
Messaging framework, content pillars, and consistency plan.

## WEEK 4 BUILD

Translate brand strategy into marketing execution. Plan integrated campaigns and content series.

**Outcomes:**  
Campaign concept outline and 90-day content framework

## WEEK 5 MOVE

Identify scalable growth tactics and media opportunities. Maintain momentum with measurement and iteration.

**Outcomes:**  
Growth action plan and metrics dashboard template



# About the Facilitator

*MBA candidate, media-featured brand strategist with 13+ years' corporate, entrepreneurial and consulting experience.*

Anja Barisic is a brand strategist, founder and consultant with over 13 years' experience helping businesses cut through, connect and grow.

She has delivered strategic brand rollouts and above-the-line campaigns across Australia and New Zealand for publicly listed corporates, facilitated personal brand training to 150+ professionals and built her own skincare brand, Ylio, from concept to break-even in its first year through full-funnel marketing and positioning.

Her expertise has been featured on Ticker News (*Google indexing and brand visibility*) and Money & Finance Magazine (*commercial drivers of marketing*).

Blending strategic insight with practical application, Anja equips participants with actionable tools, proven frameworks and the confidence to implement them – refined across corporate, startup and small-business environments.



# Testimonials



"Anja's insights have not only enhanced my marketing knowledge but also directly contributed to the growth and success of my business."

*Emmanuel Anthony, Managing Director, Qantum Equilibrium*



"Anja's completely reframed how we think about our brand. Practical, clear, and inspiring."

*Marere Tekanawa & Chevaux Tonihi, Founders  
Mel Born Apparel*



"Anja is an incredible strategic thinker and creative marketer. She's also an intelligent businesswoman who has built her own brand phenomenally."

*Andrea Andric, Marketing Strategist and Educator*





## Get in touch

### **Investment**

*Price on Application*

Discuss delivery options and tailored pricing for your organisation

### **Contact**

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