

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	WEEK 2 DIFFERENTIATE	WEEK 3 COMMUNICATE	WEEK 4 BUILD	WEEK 5 MOVE
<p>Define your brand's purpose and market position. Identify your core beliefs and value proposition.</p> <p>Outcomes: A clear positioning statement and belief system framework.</p>	<p>Analyse your competitive landscape. Shape a unique brand voice and strategic edge.</p> <p>Outcomes: Messaging pillars and differentiation map.</p>	<p>Establish clear, consistent brand messaging, and translate it into a structured content approach.</p> <p>Outcomes: Messaging framework, content pillars, and consistency plan.</p>	<p>Translate brand strategy into marketing execution. Plan integrated campaigns and content series.</p> <p>Outcomes: Campaign concept outline and 90-day content framework</p>	<p>Identify scalable growth tactics and media opportunities. Maintain momentum with measurement and iteration.</p> <p>Outcomes: Growth action plan and metrics dashboard template</p>



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 Tonih, 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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