



Branding for Change

Socially Conscious Marketing

for Black Women Founders & Entrepreneurs

A guide to building a value-driven brand and sparking social impact.



Olisna DeRizma

Purpose-Driven Branding - Social Impact

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Nothing will work unless you do.
~ Maya Angelou



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Branding With Purpose: A Beginner's Guide to Building a Socially Conscious Business as a Black Woman Founder



*Your ideas and passion can
make a **Million Dollar
Difference!***

You don't need a million-dollar brand to make a million-dollar difference. Whether you're just starting or you've been running your business for a while, you're here because you want your brand to stand for something bigger. You want to build something that serves your customers AND your community. This guide is your first step toward weaving purpose into your business—without overwhelm.

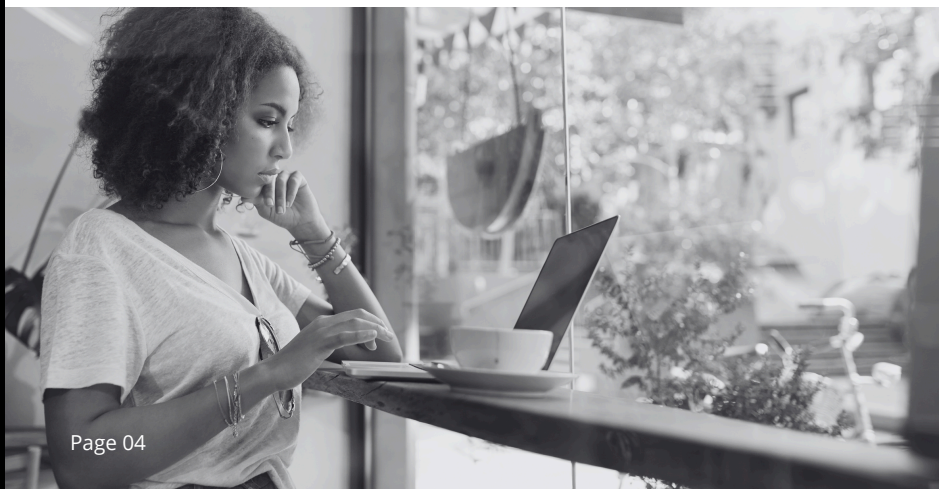
Section 1

What is Social Impact Branding?

Social impact branding is more than a marketing trend—it's building a business that reflects your values and uplifts others.

It means:

- Your brand exists to solve more than just a business problem.
- Your mission contributes to the well-being of people and communities.
- Your marketing reflects **both your story** and **your impact**.



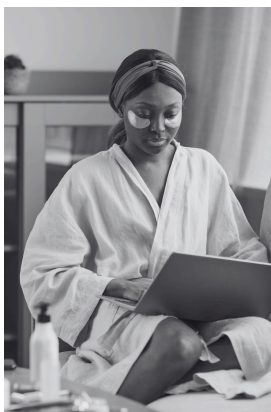
Section 2

How to Identify Your Brand Purpose

Let's clarify your "why" and translate it into a clear brand mission.

Ask Yourself:

1. Who am I passionate about serving?
2. What injustice or gap am I uniquely positioned to help solve?
3. How can my business give back — directly or indirectly?



Here's an example:

A skincare brand might realize its deeper mission is not just self-care but supporting Black women's wellness and confidence!

Section 3

Purpose-Driven Marketing Made Simple

You don't need a huge budget to integrate social impact into your marketing. Try these beginner-friendly strategies:

1. Tell Your Founder Story:

- Share why you started your business and what you believe in.
- Customers are drawn to brands with heart and transparency.

2. Local Collaborations:

- Partner with a nonprofit or community group that aligns with your mission.
- Example: Donate a % of profits for a month or co-host a community event.

3. Customer Empowerment:

- How can you make your customers part of the impact?
- Ex: Let customers choose which local organization you donate to.

Section 4

From Business to Movement

You're not "just" a founder—you're a changemaker. Even small brands can create ripple effects:



Noteworthy example of Business to Movement

The Honey Pot Co., founded by Bea Dixon, started with personal wellness products but has become a brand that champions inclusivity, education, and community outreach.

Section 5

Action Plan

Define Your Why Worksheet

- My brand exists to serve: _____
- The social issue that matters most to me is: _____
- A small action I can take this month to give back:

- One story I can share with my audience this week that shows my brand's purpose: _____

Checklist:

- Clarify your mission statement.
- Add purpose-driven storytelling to your website/about page.
- Plan 1 small community partnership or campaign.
- Share your "why" with your audience on social media.



CONCLUSION

You are more than a business owner—you are a catalyst for change.

As a Black woman founder, owner or entrepreneur, your story, your values, and your mission have the power to shape culture, uplift communities, and inspire future generations of entrepreneurs. By taking these first steps toward building a socially conscious brand, you are planting the seeds of lasting impact.

Remember:

You don't have to have it all figured out today. Social impact is a journey, not a destination. What matters most is starting with intention, staying aligned with your values, and showing up consistently for both your customers and your community.

Your next move?

- Share your story with courage.
- Implement one small but meaningful act of purpose into your business this week.
- Keep building a brand that reflects who you are and the change you want to see in the world.

You've got this — and I'm here to help you every step of the way.



READY TO SCALE?

Ready to scale your brand's impact?

Email me to book your Private Brand
Impact Strategy Intensive Today!



OlisnaDerisma@gmail.com



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