



The Brand Bar Affiliate Resource Kit

Affiliate Details: 15% of every payment, about \$75 per house account, plus a 30-day cookie across my ecosystem.

Sign up here via Thrivecart:

<https://districtbrandbar.thrivecart.com/the-brand-bar/partner/>

Your Affiliate link will look like:

<https://XXXXXX--districtbrandbar.thrivecart.com/the-brand-bar/>

Sales page (don't share directly):

<https://districtbrandbar.com/brand-bar>

Product Image: [linked here](#)

How to use this kit

Instead of traditional swipe files, below is everything you and your AI assistant need to know about The Brand Bar. Upload this document to ChatGPT or Claude, or pull from the details below, and create content that fits your brand naturally.

Sharing on social? Tag me [@districtbrandbar](#) on IG/Threads and [@kristinmlawton](#) on LinkedIn!

What Is The Brand Bar

The Brand Bar is a 12-month house account for business owners who publish consistently and want to know whether their message is actually landing.

\$497 for the year, or 12 payments of \$47. It runs twelve months and does not auto-renew.

Every month, the Brand Bar reads everything a member puts out across their website, their emails, and their social channels, then grades every message against their Signature Line.

It exists because a brand doesn't go generic overnight. It gets watered down slowly by daily marketing tasks. A collaboration brings in someone else's language. A launch sounds a little different from the last one. Every piece is good, and none of it is adding up. insights and a small, intentional action based on how their brand is actually showing up right now.

What members get every month

Their Signature Line. One sentence holding who they are, what they do, why they do it, and what makes them the one to hire. I draft it from their interview and we work it together until it fits. Everything else gets measured against it.

Their number. How many of the month's messages actually carried that idea, against a standard of two out of every three.

Every message, graded. The full list of what they published, each one marked unmistakably them, carrying their point of view, or too generic to count.

Their Month Check. Whether their main offer got mentioned, whether they named their actual audience, whether anything they published sounds AI-written, and whether every platform is telling the same story.

Their Big Move. Each month covers a different job a brand has to do, and their Big Move comes straight from that month's theme, matched to what actually happened in their content. It arrives with an AI prompt ready to run.

Their Pillar Board. Credibility, personality, and expression scored monthly, so they can see which pillar is carrying them and which one has gone soft.

Their pour history. Every month stacks, so they watch their number climb across the year.

A monthly call on the third Tuesday if they want to talk their dashboard through.

How it works

When someone joins, they fill out a short Brand Interview and share their key links: website, socials, and email.

I write their Signature Line from that interview, and we go back and forth until it says the thing they actually want to be known for.

Their first dashboard reads their website and social from the previous month, so there's real content in it right away. Their emails join the count the following month.

From there, a dashboard lands in the first week of every month. No constant updating, no daily tasks, no decision fatigue.

The Signature Brand Framework

Every Brand Bar dashboard is built on the same three elements of a Signature Brand.

Credibility. The trust behind the brand. It's what makes people feel confident choosing you and working with you.

Personality. What makes a brand recognizable. The voice, energy, and perspective people remember.

Expression. How everything comes together. The clarity and experience people feel every time they encounter the brand.

All three get scored every month, so members can see which one is carrying them and which one needs attention.

Who it's for

The Brand Bar is a fit for business owners who:

- Publish through email, their website, or social every month
- Have been in business long enough to know their direction
- Care about being remembered, not just seen
- Want one clear priority a month instead of another list
- Want brand guidance without another standing meeting

The strongest house accounts belong to businesses that are already putting content out. Once a message is moving through the world every month, there's something real to measure.

Why The Brand Bar exists

People need to hear the same idea from you enough times to believe it, told a different way each time. When the idea itself keeps shifting, nothing accumulates, and you stay an option instead of becoming the obvious hire.

Most business owners track their posts, their followers, and their open rates. Almost nobody tracks how often their signature idea actually made it into what they published.

The Brand Bar measures exactly that, then hands them the one move that pushes it further next month.

Angles you can use

Pick whichever fits your audience.

The measurement angle. You track everything except the thing that sells you.

The drift angle. Your brand doesn't go generic overnight. It gets watered down slowly by your daily marketing tasks.

The hiring angle. Your audience likes you. Liking you is not the same as hiring you.

The compounding angle. One move a month is what actually lifts the number.

The honest urgency angle. You're putting content out this month either way. The only question is whether it gets measured.