



Discovering Your Brand Message

PARTICIPANT GUIDE

Introduction

In this session, we'll focus on the practical importance of helping small business owners craft a unique brand message that will attract the exact right clients and customers to their service-based business.

Throughout the 90-minute program, we'll engage in activities aimed at helping participants pinpoint their target audience, understand their challenges, and clarify how their business can provide real solutions.

Participant Results

- Understand why your brand message is the fuel to their business' marketing engine.
- Identify your ideal customer, along with their biggest challenges and desires around their service.
- Identify the biggest result that your service or solution brings to a client or customer.
- Write a transformation statement that you can use on your website, social media, or in-person conversations.

IMAGINE... YOUR BUSINESS IS LIKE A CAR

Slide #1



Slide #2



OVERWHELMED &
CONFUSED



CLARITY &
CONFIDENCE

Notes:

Key Points:

- Imagine your business is like a car.
- The goal of your business is to transport your passengers from their current station (stuck, overwhelmed, unfulfilled, etc...) to a new destination (unstuck, clear-minded, fulfilled, etc...).

YOUR SERVICE IS THE FUEL.

Slide #3

- Coaching
- Consulting
- Teaching
- Tutoring
- Therapy
- Writing
- Design
- Photography
- Music
- Style
- Massage
- Personal Training



Slide #4



YOU'RE TRANSPORTING YOUR CLIENTS CLOSER TO THEIR DREAMS.

Notes:

Key Points:

- The way you deliver this transformation is through your offer — your service or product. Your offer is the gas or petrol that moves the car from their current station to their desired station.
- As a business owner, you're simply transporting your clients closer to their dreams.



Marketing is simply asking people if they want to ride inside your car.



AND HOW DOES SOMEONE GET INSIDE YOUR CAR?

THE DOOR!

Slide #6

Notes:

Key Points:

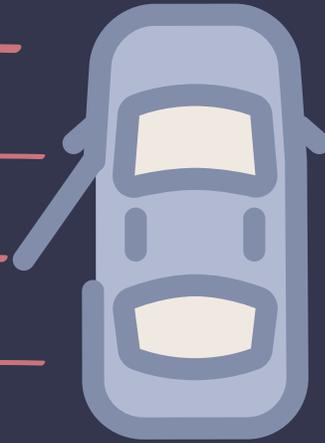
- Marketing is simply asking people if they want to ride inside your car.
- And how does someone get inside YOUR car? The door!

email marketing _____

social media marketing _____

content marketing _____

your in-person network _____

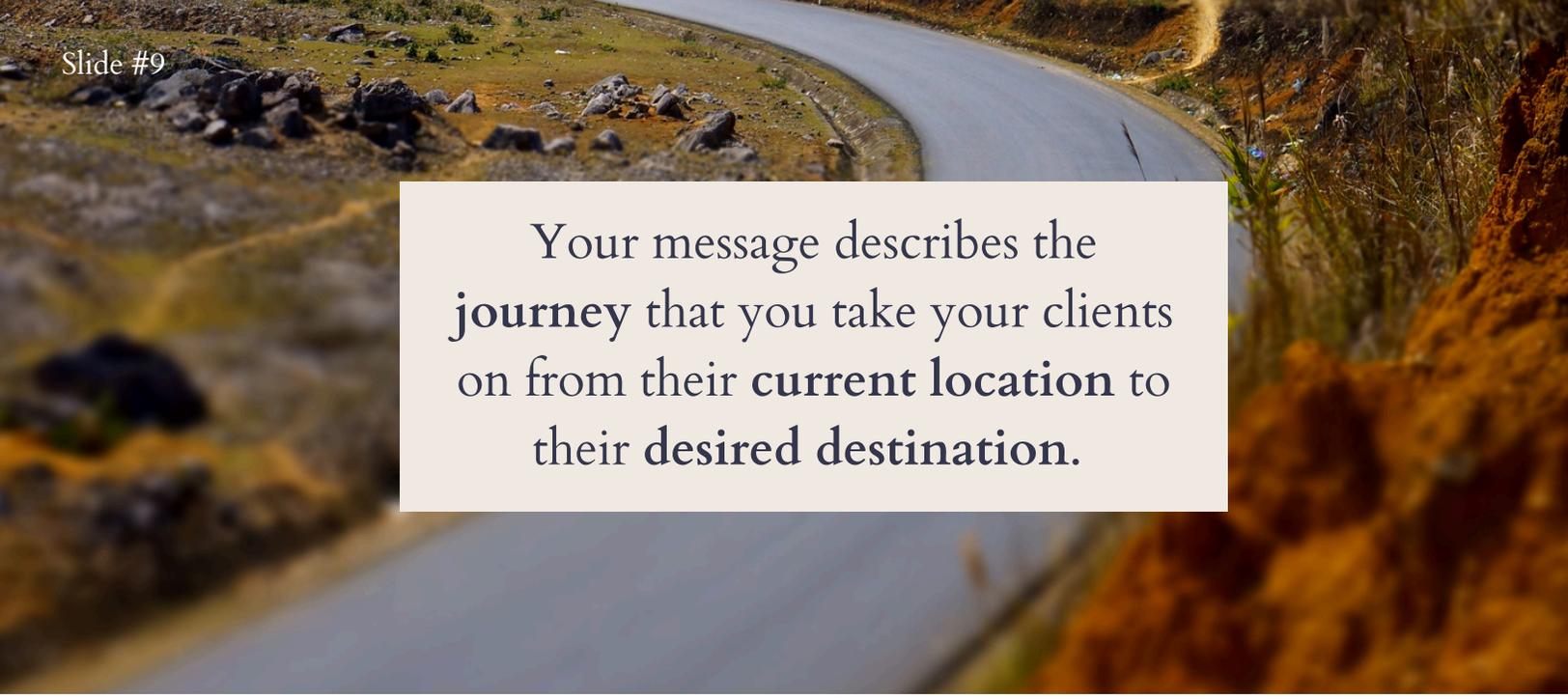


YOUR MESSAGE IS THE KEY THAT
UNLOCKS ALL YOUR DOORS.

Notes:

Key Points:

- The four doors: email marketing, social media marketing, content marketing, and your in-person network
- Your message is the key that unlocks all your doors.



Your message describes the **journey** that you take your clients on from their **current location** to their **desired destination**.



Notes:

Key Points:

- Your message simply describes the journey that you take your clients on from their current location to their desired destination.
- It tells a story. Not your story. The client's story.



Your Dream Clients

Step 1:

Who is your target market / dream client / potential customer?

Try to sum it up in a few words or phrases.

Step 2:

Describe where they are now, before the car ride.

Using single words or phrases, describe...

- What are they thinking?
- What are they feeling?
- What are they doing or not doing?
- How is all of this impacting their life?



The Starting Point



Desired Destination

Step 3:

Describe where they could be in the future after using your service or product. (after the car ride)

Using single words or phrases, describe...

- What are they thinking?
- What are they feeling?
- What are they doing or not doing?
- How is all of this impacting their life?

Step 4:

What are some resistance points that your client has around using your service or product?

For example...

- it will cost too much money
- it will take too much time
- don't know where to start
- don't feel confident



Resistance

A woman with blonde hair, wearing a green floral patterned shirt, is pointing her right index finger towards a young girl. The girl has dark hair in braids and is wearing a red top, playing a golden trumpet. They are in a room with a white wall and a framed picture in the background.

Your Message

Step 5:

What's your brand message?

This sentence sums up who you are, who you serve, how you can help, and the problem you solve.

- I help ___{your audience}_____
- Go from ___{now 1}, {now 2}, {now 3}_____
- to ___{future 1}, {future 2}, {future 3}_____
- without ___{resistance point to achieving goal}_____.

Share & Show Your Message!

To find and connect with your dream clients, you share your message in-person, via email, through blogs or video content, and via social media.

You not only share your message, but you **show your message** by creating valuable content that helps your dream client go from {NOW} to {FUTURE}.

Thank you!



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