



# Discovering Your Brand Message

## FACILITATOR GUIDE

### Table of Contents

- 1.ToC, Set Up, Facilitator Role, Audience
- 2.Introduction, Zoom Set Up, Results
- 3.Slides 1 & 2
- 4.Slides 3 & 4
- 5.Slides 5 & 6
- 6.Slides 7 & 8
- 7.Slides 9 & 10
- 8.Slides 11 & 12: Activity Steps 1 & 2
- 9.Slides 13 & 14: Activity Steps 3 & 4
- 10.Slide 15 : Activity Step 5
- 11.Slide 16: Next Step, Any Questions, Contact

### Zoom Room Set Up

This is a Virtual Instructor Led Training, held on Zoom. Be sure to arrive 5-10 minutes early.

Be sure to check:

- your video
- your microphone
- your slides are ready
- your screen share settings
- to minimize distractions during the presentation (cell phones, pets, children, etc...)

### Facilitator Role:

Use this as a guide for leading this 90 minute online workshop. With suggestions on what to say, do, and ask, you should have no doubts about leading an excellent virtual session that motivates and inspires learners.

Remember to:

- \*Use first names
- \*Respond to chat messages
- \*Be positive and friendly
- \*Relax and have fun
- \*Participants can only unmute at the end, during Q & A

### Audience:

- First-time business owners
- Service-based business, such as yoga teachers, massage therapists, and creatives.
- Intimidated by marketing

# What to expect from this workshop:

- ✓ Gain confidence in marketing your business.
- ✓ Understand the value of having a brand message.
- ✓ Know the four doors to share your message.
- ✓ Craft your brand message.



## 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.

Facilitator Name: \_\_\_\_\_

Date & Time: \_\_\_\_\_

# of Participants \_\_\_\_\_

## What learners will achieve after this workshop:

- Participants will comprehend the pivotal role of their brand message in driving marketing effectiveness.
- Participants will pinpoint the ideal customer's key challenges and desires.
- Participants will determine the primary benefit their service offers to clients.
- Participants will craft a succinct transformation statement for use across various platforms.



# Slide #1

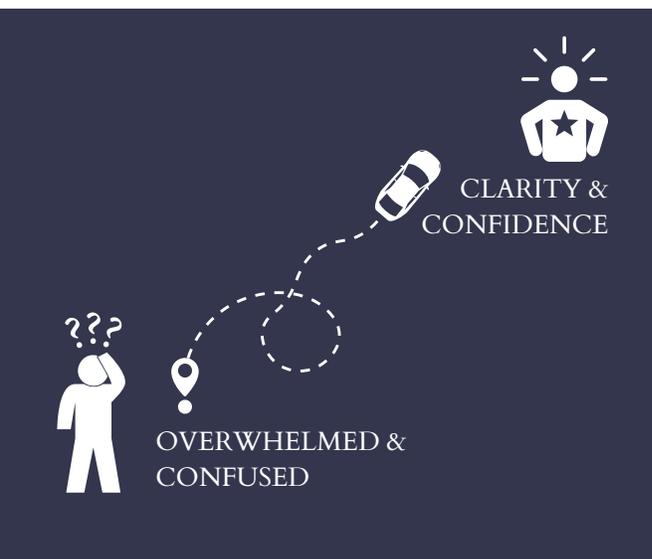
## Do:

- Stay cheerful.
- Slow down speech.
- Make comments to each participants that writes in the chat, say their names.
- Give time for the answers in chat.

## Say:

Welcome to Discover Your Brand Message. I'm so happy to be here today with all of you! Type in the chat, what business you have or would like to have someday.

This is a metaphor that helps to see marketing very simply. Imagine your business is like your car. In my case it's a Volkswagen, but you do you. You, the business owner, are the driver. Your clients or customers are passengers.



# Slide #2

## Do / Ask:

- Tell participants, "Type in the chat what emotion comes up for you when thinking about marketing your business."
- Ask what makes them feel those emotions?
- Read the comments out loud.

## Say:

Well, if you said overwhelmed or confused, you're not alone. In fact, many of your potential clients are feeling that same way, but not necessarily about marketing.

The goal of your business is to transport or transform your passengers from their current station where they are in their life, and that may be a feeling like stuck, overwhelmed, confused, unfulfilled stagnant, Any of those kinds of feelings to a new destination. They want to get somewhere else. They want to feel unstuck. They want to feel clear minded. They want to feel fulfilled, and that's their destination.

## YOUR SERVICE IS THE FUEL.

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



## Slide #3

### Do:

- Ask participants to type what their service is in the chat.
- Respond to their answers.

### Say:

The way you deliver this transformation for them is through your offer, which is through your service or your product, So your offer is the gas, or if you're in the Uk, the petrol that moves the car from your client's current station where they are now to their desired station in life.

So if you're a coach, then your offer would be your 1 on 1 coaching sessions. If you're a massage therapist, your offer is physically massaging someone's aching body. If you're a yoga teacher, your offer is through yoga classes or yoga therapy.

Your offer is what helps moves your client from where they are now to where they want to be.



YOU'RE TRANSPORTING YOUR CLIENTS CLOSER TO THEIR DREAMS.

## Slide #4

### Do:

Ask participants, "Is this metaphor tracking?"

### Say:

You are the driver. This is the heart of your business, you as the driver, using your offer to transport your clients from where they are now to somewhere closer to their goals and dreams. so just like this picture, It's joyful. You're transporting your clients closer to their dream, so it's a positive experience.

But here's the trick. We need people inside of our car (the business) to make money so that the business can exist. No people in the car. No business.

That's where marketing comes in.



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

## Slide #5

### Do / Ask:

- In the chat, write a word that describes how you feel about this way of viewing marketing.
- Ask what other metaphors they can think of when it comes to marketing.
- Respond to answers

### Say:

Marketing is simply asking people if they want to ride inside your car. It's just getting people who want to take that transformative journey with you who want to go from that stuck state to the clear state.



## Slide #6

### Do:

Ask participants, "What do you think the doors represent?"

### Say:

And how does someone get inside YOUR car?

The door!

Each of the four doors. Because in this metaphor the car is a sedan, so it has four doors. Each door represents a different piece of marketing collateral.

email marketing \_\_\_\_\_  
social media marketing \_\_\_\_\_  
content marketing \_\_\_\_\_  
your in-person network \_\_\_\_\_



## Slide #7

### Do:

Ask participants, “What door do you use the most right now in your business?”

### Say:

Email marketing, social media, marketing, content, marketing, and your in-person network. Those are the four doors in which a future client or customer can get inside of your business and be transported to their destination.

Now you're more than welcome to have all of your passengers enter in through one door. I mean if you're going to only choose one door, **the email door is the most powerful.**

Studies show that email is the most effective, but you probably want to use all four doors. If you're not marketing at all, that would be equivalent to driving around with all of your doors closed and no passengers inside, which is a waste of gas and a waste of a great offer!

It would seem most efficient to have all four of your doors open wide to let as many passengers as you can handle into your vehicle. and it doesn't have to be hard work because we all know that door's open easily when you have the key.



Your message is  
the key that  
unlocks all your  
doors.

## Slide #8

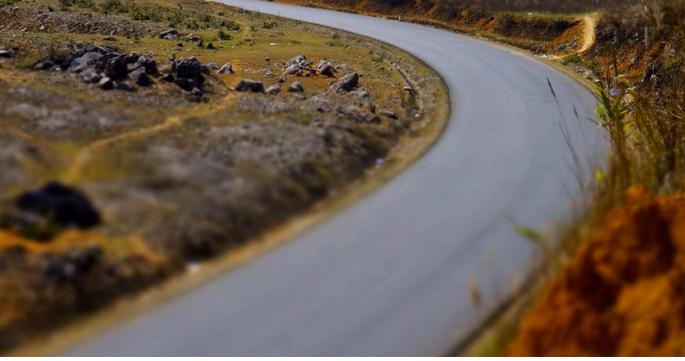
### Do:

Ask participants, “Does anyone have any questions?”

### Say:

And what's the key to open your door?

**It's your message!** The story that you tell about your business **is the key that unlocks all of your doors.** Knowing your offer, knowing your clients, knowing the problem you solve is the key to letting more people in your car through any door that you'd like.



## Slide #9

### Do:

Ask participants, “How has do you feel about marketing and messaging now?”

### Say:

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. It is this story that will make people want to get inside the car and take a ride.



## Slide #10

### Do:

Ask participants, “Are you ready to craft you unique brand message?”

### Say:

In other words, sharing the story of how you help clients overcome their current struggles in order to achieve their dreams will make clients trust and believe that you can help them.

When they trust and believe you can help them, they naturally want to work with you. This way of sharing about your business never feels salesy, pushy, or dishonest. Instead, it feels very natural and organic. Like taking a beautiful ride in the countryside with the windows down.

## DO: Transition to Participant Activity: Crafting Your Brand Message

Participants need a writing utensil and their participant guide or paper to do the activity.



## Your Dream Clients

### Step 1:

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

### Say:

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

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

- parents of small children
- post natal women
- aspiring musicians

### Do:

- Give 3 minutes for participants to write down answers.
- Use your phone or computer as a timer.
- When time is up, kindly say, "Time is up."
- Type your answer in the chat."
- Respond to chat.

### Step 2:

Describe where they are now, before the car ride.



## The Starting Point

### Say:

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?

### Do:

- Give 3 minutes for participants to write down answers.
- Use your phone or computer as a timer.
- When time is up, kindly say "ok time is up."
- Type your answer in the chat "
- Respond to chat.



## Desired Destination

### Step 3:

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

## Say:

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?

## Do:

- Give 3 minutes for participants to write down answers.
- Use your phone or computer as a timer.
- When time is up, kindly say “ok time is up.
- Type your answer in the chat ”
- Respond to chat.

### Step 4:

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



## Resistance

## Say:

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

## Do:

- Give 3 minutes for participants to write down answers.
- Use your phone or computer as a timer.
- When time is up, kindly say “ok time is up.
- Type your answer in the chat ”
- Respond to chat.



## 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}\_\_\_\_\_.

## Say:

Your brand message 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}\_\_\_\_\_.

## Do:

- Give 5 minutes for participants to write down answers.
- Use your phone or computer as a timer.
- When time is up, kindly say “ok time is up.
- Who would like to share?
- Participants can unmute if there’s time for it.

## Next Step: Share 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}.

Pick how you want to share, and go do it!

*Any questions?*

*Reach out anytime!*



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## Your Dream Clients

### Step 1:

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

Try to sum it up in 2-3 words.

### 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?
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- 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