

# Brand *Messaging*

SUCCESS BY DESIGN GROUP: CLARITY SERIES



YOUR WINS!!

*What are you  
Excited about?*

"Anticipate, but don't expect.

Anticipation: You're excited for what the future holds, but you don't try to control it.

Expectation: You try to predict the future and restrict your happiness to one outcome.

Always be excited about the possibilities.

Never be entitled to them."

*-James Clear*

# MINDSHIFT

You have the power to help someone.  
You have the ability to make it easy for someone.  
You have the ability to bring clarity and simplicity into someone's life.  
You are capable of creating joy for yourself and others.

You have the POWER to function in enthusiasm.

“Enthusiasm is a powerful motivator when it is sincere and heartfelt. It is a spirit that inspires us to move forward positively in a direction of our own choosing...”

Only the results of enthusiasm can be seen, not enthusiasm itself because it is an abstract concept. Love, faith, honor, loyalty, and beauty are also abstract concepts. They cannot be perceived directly with the naked eye, but can be seen indirectly in the results that they cause to happen...

“A certain charisma develops within the enthusiastic person. Crowds respond to the ‘electricity’ that this person generates when they walk into a room, address a crowd, deliver a speech, or just work for their cause.

Enthusiasm becomes a catalyst for change when it is sincere. People jump on the bandwagon of an enthusiastic person because they want to feel the energy for themselves.

Greatness demands enthusiasm.

“To be enthusiastic, act enthusiastically. Allow yourself to feel the energy and lightness of being that develops when you embrace the higher vibrations of your spirit.”

## Introduce Yourself

*Who Are You?  
What do you do?*



## Give Your Pitch

*What do you do?*



# What is a Brand Message anyway?

It's not as complicated as they make it sound

WHO You Are

WHAT You Do

WHY You're Different



# Let's DO THE WORK

Dive into to creating this clarity  
RIGHT NOW





WHO DO YOU WANT  
TO TALK TO?

WHAT DO THEY  
NEED MOST RIGHT  
NOW?

WHAT WOULD GETTING  
WHAT THEY WANT  
MEAN FOR THEM?

*Personally & Professionally*

# the "Story Framework" for messaging

## The HERO

Contrary to popular belief, This isn't you, the success or the lambo.

Your CLIENT is the Hero. It can be a person, industry or ideology.

## The GUIDE

You and/or your product is what takes them from where they are to where they want to get to. How do you solve their greatest fear, need or problem. That is the Guide.

## The VILLIAN

The problem they are facing, the fear they have, the gap between where they are and where they want to go... That is the Villain.

*Again, Let's Find out...*

WHO are  
you?

Explain your role as the  
guide.

WHAT do you  
Do?

Explain where you guide  
them to.  
How are you guiding them  
through it?

WHY are you  
different?

We can say "how" are you  
different, but let's also ask  
WHY? Why does it need to  
be different?

# Other Frameworks to Try

(Ideal client) hire me to (what you do) because (problem) so they can (result).

Hi, My name is (Your name). I am a (title). I help (ideal client) (result).

I help (ideal client) overcome (struggle) so they can (result).

# *In Action*

My company, The XYZ Skool, is developing a training and mentoring program to help entrepreneurs launching a new start up create meaningful and enduring technology companies with shared equity that encourages peer support.

Adorning Beauty Inc., helps young busy professional women feel more fashionable and unique with our high quality 1920's head pieces.

I help Unsatisfied Entrepreneurs unbusy their life, untangle their business and build a strategy around WHO they are so that can have a profitable business they enjoy working.

# *In Action*

My name is Madelaine. I am a VA Lifestyle Expert. I help women get their VA businesses set up efficiently and effectively so they can get out of the office and into the life they deserve.

Hi. My name is Julie. I am a Laptop Lifestyle Expert. I help people build profitable businesses by giving them the tech & strategy they need to stand out online.

I'm Sarah and I build digital strategies, websites, and social media campaigns to enhance and establish your online presence, and get you clients



You may have to communicate what the business stands for before a customer is ready to listen to you talk about product messages.



*What You Stand For*

"You deserve a break today"



*Product Details*

"dead cow, slaughtered by the millions, butchered by minimum wage earners, then ground into patties, frozen into solid blocks, and reheated when you order them,

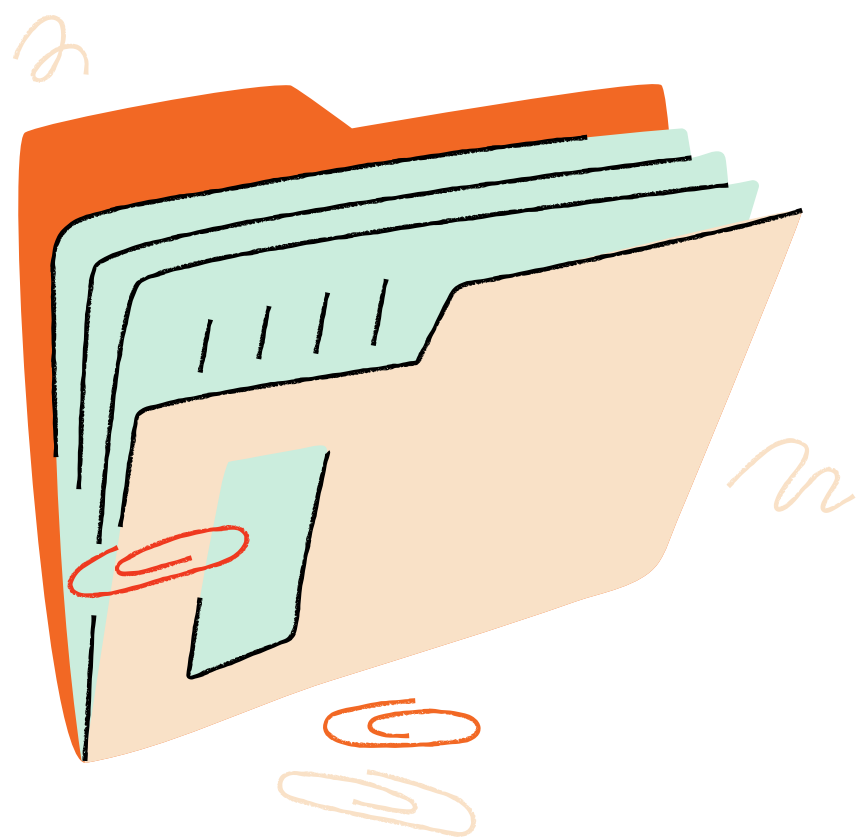
Back to the Beginning

*Who Are You?  
What do you do?*



INSIGHTS  
&  
ACTIONS





## Friday Check-Ins

Never stay stuck or go without support!



## Invite a Friend

Know someone that could use some help? Invite them for a training and free strategy review with me

# Copy Clinic

NEXT WEEK

JULY 22nd, 8am EDT

Copy Expert  
Stephanie Tilton  
8am New York  
1pm London

