

Your Brand Promise

When you work with me, you can count on _____.

Examples:

- When you work with me, you can count on honest guidance and no judgment.
- When you work with me, you can count on a clear plan and someone in your corner.

Your voice

Pick 3 to 5 words for how you sound: _____

Write one "not" pair for each:

- _____, not _____
- _____, not _____
- _____, not _____

Test: read your post out loud. If it sounds like you talking, your voice is working.

Your values

Choose 3 values you won't compromise and turn each into a behavior.

1. Value: _____ = I _____
2. Value: _____ = I _____
3. Value: _____ = I _____

Your brand story (30 seconds)

- Where I was (the struggle): _____
- What changed (the turning point): _____
- Why I do this work now: _____

Keep your visuals simple

☐ Two colors

☐ One or two fonts

☐ A simple, readable logo

☐ High contrast between text and background

☐ Same look, name, photo, and bio on every platform

Quick brand check

☐ Can a stranger tell in 5 seconds who I help and how?

☐ Do my posts, emails, and bio sound like one person?

☐ Do I keep the promise I make?

☐ Can I explain my brand in one sentence?

Next Steps

☐ Finalize your brand promise

☐ Choose your voice words

☐ Pick your two colors and fonts, then stop

☐ Make your bio and photo match across platforms

☐ Ask one past client or friend what they'd say your brand stands for

Remember

Clients choose you for clarity and trust, not polish. Spend your effort on a clear message, a consistent voice, great client experiences, and proof, and let the visuals support them.

Book Recommendations

- *Building a StoryBrand* by Donald Miller
- *Start With Why* by Simon Sinek
- *Purple Cow* by Seth Godin
- *This Is Marketing* by Seth Godin
- *Everybody Writes* by Ann Handley
- *Positioning: The Battle for Your Mind* by Al Ries and Jack Trout