

Your brand statements - clarity in what you do

Define your mission statements, visions and the essence of your brand

Your company essence:

What emotions and feelings are awakened in your customers when they interact with you and your products - services?

If your brand was a human being, how would it behave? Personality, qualities...
Find at least four: (Serious, Playful, Determined, Funny, Very down-to-earth etc...)

Create your vision and your mission:

Explain what your main services/products are and how these are used by other people.

How do they help in solving problems and needs?

How will your brand positively influence the world?

How will it change the lives of your customers in a positive way?

What makes your brand unique?

What are your future plans for your brand, what do you want to achieve?

How would your Customers and clients describe you and your brand - how would they describe the experience with you?

What values and principles does your brand represent?

Why do customers come to you instead of going to a competitor?



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Define your promise and your uniqueness

Your target audience, the persona etc...

Which market, or niche are you targeting?

What transformation, positive change, results can people experience with you?

What makes you unique and special?

What makes your product, service, unique and special?

Important note

If you really want to be successful with your brand, your products, your services, offers etc... then it is crucial that you know why you are doing all this!

What results you are getting now are positive and beneficial for your customers and clients?

How do you change their lives into a better?

These things are incredibly important, with understanding them, you can offer even better solutions, get more clarity and improve!

The more clarity you get, the easier you can describe your offers. Make it super easy for other people to understand your message and to decide for your products/services. Always focus on the needs and solutions for your customers.

If you can keep that in mind, you will become many times over more relevant to your market as will your brand almost grow itself.

Know and address the “wants”, so you can deliver the “needs!”



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Tips & tricks on how to find your ideal customer (buyer profile) AKA – Your Customer-Avatar

interview your old customers and clients. Ask them what they found especially great have been working with you. Or what they especially appreciated about your product/service.

Compare your customers with each other and look for similarities and resemblances. Use a survey in which you ask prospective customers what problems they may have. and which kind of solutions for them would come into consideration.

Imagine the buyer profile as a fictitious person reflecting your ideal customer.

This is the person who is most likely to buy from you and who has all the needs and sufferings you can solve and operate for them.

Think about who you like to spend time with, so you can more easily determine who is your perfect customer/client.

A great preparation is to work out 2-3 sentences to each question below:

- A) What demographic characteristics does your ideal customer have?
- B) What is their story? Work, education, family etc...?
- C) How do they behave? Personality-traits? Support - Environment etc?
- D) What are their goals in life?
- E) What challenges do they face?
- F) What can you do to help, support, and make them achieve their goals?
what can you offer? How can you help master a challenge?
- G) What could you learn from previous clients about their challenges, goals, and objectives?
- H) Write down the most common excuses, objections they might have?
- I) For the difficult cases (people who not really get what you do and why), how would you describe your solutions?
- J) What would be the perfect, one sentence long, information that best represents the solution? (Product-Mini-Pitch)

(Remember to work out your 10-Steps to a perfect pitch)



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To narrow down your ideal customers even more, answer these questions:

1. Who do you like to spend time with? As an entrepreneur you spend a large part of your time with new and exciting customers, so make sure that these people are the guys you like to spend time with.

2. Who do you like to connect with? Also, on a heart level.

To lead a company is always only about the connections that created between people.

3. Who would you like to help free of charge? You burn for your company, so who would you help for free if you could?

4. Who comes to you for solutions and help? Do you already support others with Your systems even if they don't pay you for them?

5. Who are you attracted to? Who is swinging on your wavelength?

Business always revolves around relationships.

6. think of the people that inspire you and that you can understand easily.

Ideal customer - buyer profile and unique selling points

create the buyer persona

Who exactly are your ideal customers and what problems do you solve for them?

1. What are they trying to achieve:

2. name:

3. age:

4. sex:

5. address/region of residence:

6. employment:

7. married (Y/N):

8. children (Y/N):

9. The exact problem you can help with:

10. places where they try to solve your problem already (online or offline):

1

2

3

4

5

2. identify your unique selling point

How will your product/ service/offer be successful for them, where others of the same kind have failed?

1. product/service description:

2. what you will not do:

3. what will be absolutely unique:

4. Proof that you can keep your promise:

5. price determination and strategy:

Building an Empathy Map

My Ideal Client is hearing this a lot:

What does my ideal customer feel/think?

What does he think through the day?

What is really important to him?

What does he/she care about?

What are their expectations?

Which problems do they want to have solved?

What do they think/feel when they see my content, my products or me?

Which aspects of your work are they most interested in?

Are they techies, strategists or creative minds?

My Ideal Client is seeing this a lot:

What do my ideal customers see?

What does a typical day look like for them?

What surrounds them every day?

Where do they find their like-minded clients? Superiors? Colleagues?

What problems do they have at work?

What do they see when they receive my products and offers?

What else worries and depresses them in everyday life?

What other products, coaches, etc. do they visit?

Are they enormously visual people or not at all?

What does my reader hear?

What do like-minded people, managers, and team colleagues say to them?

What does their inner voice say?

Who influences them the most and how?

What other media are they exposed to?

My Ideal Client is doing this a lot:

What does my ideal customer say and do?

How do they behave at work?

What areas of their profession do they spend most of their time on?

What actions do they perform every day?

What do they say to each other?

Do they act differently from what they say, do they behave differently from what they say?

Where are contradictions happening for them?



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The Pain and Gain of my ideal Client – be as detailed as possible

Pain

What frustrates them most about their current situation?

What are the obstacles they face?

What makes them indifferent to behaviour?

Gain

What do they really want to achieve?

What do they hope to achieve?

What do they burn passionately for?

Refine your message

Write down what you want to communicate as a message to your ideal clients and prospects: (Think: Brand-Message! Value – Mission – Vision of yours)

Ask yourself:

what will the ideal customer think about it?

Ask yourself, too, after you have you read your message again:

And now? What does that mean now? How is it helpful?

With these questions in mind, how could you make the message clearer and simpler?

Write down your new message here:



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Repeat this step for everything you want to do, every product, every service.

Repeat it also more often for each text, so you make sure the message gets through will be clearly understood and grasps the attention of your ideal client.

Use this technique even for your headlines or taglines, your audio logo etc...

Repeat it as many times as you need to easily and directly emphasize the clear advantage and messages of yours.

Convey your message in a simple and understandable way.

Get your message short and sweet

First of all, just start writing, you don't have to get it perfect right away but only written once.

After you have written everything down, your message, your added value, your statements etc...

then it's time to read every sentence and ask yourself questions:

Does my ideal customer need this explanation, information etc?

Is the message really relevant?

Does the statement show a clear path, how to avoid pain, solve a problem, or does it contribute to finding a solution?

Does it show how beneficial it can be for my customer?

Is it easy to understand?

Are there explanations that only argue in circles, or is it simple?

Can I leave out difficult words, technical jargon, Latin etc? (if possible always)

Can I explain it more simplified?



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Also, make sure that your content is always written in the direct speech (Speak with only one person in a conversational style)

Break down very long and complicated sentences into 2-3 smaller ones.
Pay attention to the fact that you separate different ideas or topics into different yet short sentences.

Again: Always keep the advantage for the customer in mind.

Read your work aloud if you have difficulty reading or writing a sentence yourself. understand, rework it again.

Read it to others and pay attention to the reaction.

Ask if it is easy to understand and if the benefits are clear to hear.

**Test your finished messages online or live and observe the reactions.
Refine based on reactions and as needed each time it should be necessary.**

Your Audio Logo – and more

When designing your audio logos, be 100% sure that they are always directly connected to your ideal communicate with customers.

Use the benefits and results to describe a positive change.

Keep it super short (1 sentence max.)

When writing down, always try to formulate statements in a way that does not generalize them.

That is... do not use statements like:

Coach, lawyer, construction supervisor etc... things that everyone out there uses.

Think of something unique:

Example: If you are a lawyer...

Describe in a unique way the advantage of being a lawyer for your ideal clients.

Think of something unique yet understandable.

The World's Best Asset Savior, or Europe's #1 Evidentiary Expert

Just to kick start some ideas.



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However, if you use names that everyone uses you will be comparable on the market and with it interchangeable. But you want to be different, unique and new.

(Be Fascinating)

Now create 5 independent audio logos about you, your person, your profession and your Products/Services and Offers

(Powerwords: Number 1, #1. First, Best, Supreme, Premier, Leading, etc...)

Your Strength, Value, and Adding Value!

What are you super good at?

What are you an expert in? What do you love to do? How do you help people every day?

What have you already invested hundreds or thousands of hours in?

Which courses, online or offline, videos do you take part in, which books do you read?

What are your strengths and weaknesses?

How do you help others solve their problems?

Write down all your positive aspects and talents here:



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Write down your skills and strengths:

Which values are close to your heart? (Integrity, honesty etc...?)

Become creative. Which of your strengths can you combine with your values and abilities?

Connect them together and see what more you can create out of this unique combination of your strength and your values!

How would you most easily communicate such a connection (3 sentences max.)?



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Now, that you have answered all these questions and have more clarity about your strengths and skills, it's time to find a unique way to use those talents.

Describe how you use them to transform, to bring about change, in your ideal customer. What can they experience if they work with you / or you work for them?

Problems of your ideal Clients – and your Solutions

What are the main problems your customers have and how can you solve these for them?

Problems

Ex.: Don't know how to get more reach

Solutions

Ex.: Branding online Class with step by step guide on how to become more visible...properly branded – add value through downloads

Write down your own set of "Problems – Solutions" for your ideal clients!



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Problems

1

2

3

4

5

6

Solutions

1

2

3

4

5

6