

ELITE BRAND CLARITY FORMULA

06 EMBRACE THE ONE THING

Can you say your brand statement in 7 words?
5 words?
3 words?
One or two words?
What is your one thing? Can you prove it?

05 ELIMINATE

Does your offering bring you joy?
Is this something you would obsess over?
Is it simple enough for a 7 year old?
How hard is it for you to implement?
Does your business solution provide inspiration, instinct, intuition or implementation?

04 TEST AGAINST VISION

Is what you say you can do possible?
Is your "HOW" believable?
Does your what and how align with your vision?
Can you yes/no your offer?
What is your goal for your brand? Is it to save clients time, money, resources or reputation?
Does your brand message have meaning and intent?



01 EVALUATE YOUR CORE

What are you an expert in?
How do you know this?
What annoys you?
Is that a problem you are passionate about solving?
Why now?

02 LISTEN TWICE

What do people currently say about you?
Is that something you want them to say?
What would you need to change to have others talk differently about you?
What do people trust you to do over and over?
What do you trust yourself to do over and over?

03 IDENTIFY PERSONAL KEYWORDS

What words empower you?
What words excite you to hear when someone is talking about you?
Who is saying those word to you?
Why does their opinion of you matter?