

Your mantra

“People don’t buy what you do, but how you do it” – Simon Sinek

Your brand and every expression of it must show why people should care.

There’s an old story in the first Sally Hogshead’s book.

Three bricklayers were working and someone asked, “What are you doing?”

The first said, “I’m laying bricks.”

The second said, “I’m building a straight wall.”

But the third said, “I’m creating a cathedral for God.”

This is a mantra. What you believe and want to produce in the universe. It reveals your true, underlying purpose. It’s the most profound why that drives you to do things your way.

And it all starts with what you believe.

E.G.

I believe life only makes sense through the beauty and connection between people. I believe that passionate entrepreneurs change the world and make our lives better.

That’s why I seek for meaningful and beautiful relationships by making authentic connections in everything I do.

In my work, I do this by helping entrepreneurs make people feel special through unique experiences that create meaningful connection between the business and people who love what they do.

So that they can win more happy clients and make more people feel special in the world.

NOW TRY THIS

I believe

That’s why I seek

In my work, I do this by

So that they can

Show them why you are different

Your value proposition should be:

1

UNIQUE

Something your competitors can't or don't say.

2

DESIRABLE

Something your prospect wants that you actually offer. Go beyond needs. What he trully wants?

3

SUCINCT

Expressed as simple as possible. If it's in 140 characters or less, even better.

4

MEMORABLE

Something that sticks to your prospect's mind.

It doesn't have to be your slogan. But can be.

E. G.:

M&Ms

A chocolate that melts in your mouth not in your hands.

ConvertKit

The power of InfusionSoft easier than MailChimp.

Dominos

Hot pizza in 30 minutes or less.

LAISCS

Captivate clients that love what you do as much as you love doing it.

It's your turn. Think in benefits and desires.

Expressing your brand in the world

MANTRA

STORY / JOURNEY

SACRED WORDS AND PHRASES

TAGLINE + CENTRAL MESSAGE

RITUALS

SYMBOLS (LOGO, SIGNATURE, ICONS, TALISMANS)