

# Brand Strategy Makeover

Get clarity around your business  
so you can align, build, and **cultivate**  
a thriving brand.

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“Clarity is that 20/20 focus that cuts through the fog and lets you stand out from the noise.”

Steve Woodruff, *Clarity Wins*

Having clarity  
around your  
brand **is** essential  
to the growth  
and success of  
your business.



**Get Clarity**

Brand Strategy Makeover

## One of the biggest areas we all struggle with as small business owners is being able to communicate who we are, who we serve, or how we're different from our competitors.

When we talk about brand strategy, many people assume it's about knowing how to use their brand colors on their social media, whether or not they should add their logo on a certain graphic, or what services to offer and how to price them.

While yes, knowing those things does give you a little bit of clarity, it's really knowing why we make certain decisions for our brand and understanding how these decisions help (or destroy) the message we're trying to communicate. Knowing every detail serves a great purpose in our brand's direction and value. When we understand the Why, making future decisions about our brand gets a whole lot easier.

Having clarity around our brand is essential to the growth and success of our business. And getting that

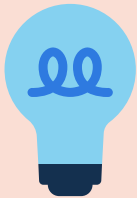
clarity allows us to get ahead of our business and provide the "North Star," or a direction if you will, to align our vision throughout our business for a more cohesive brand.

If we don't know or understand our own brand, why should we expect anyone else to?

In this guide, we'll be focusing on four basic, but very essential, parts to get clarity around your business so you can develop an effective strategy for your brand. When you know and understand the answers to these parts inside and out, you'll be able to get clarity around your brand and start putting a strategy for your brand in place that communicates the value of your brand consistently and effectively.

Let's get started!

Our Why is like  
our North Star.  
It's the core  
of who we are  
and why our  
business exists.



**Start With Why**

WHY | Brand Strategy Makeover



“People don’t buy what you do.  
They buy why you do it.”

—Simon Sinek

Every great business coach tells us we should start with our Why. Our Why is like our North Star. It’s the core of who we are and why our business exists. Why we do what we do should help guide the rest of our business.

When it comes to this part of the Brand Strategy Makeover, think through why you should have a business in the first place. Why did you want to start this particular business? Why should anyone care about your business? Why is it important for people to know what you do?

We’ve provided a few questions on the following page to help get you started. Reflect and write down as much detailed information as possible before jumping into the next section.

Why does your particular business exist?

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Why should anyone care about your business?

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Our Why is the core of who you are and helps guide the rest of your business.

Why is your brand important?

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Why should people trust you?

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Why would people choose you over a competitor?

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Why do I offer a particular service or product?

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It's having a  
clear focus  
on what our  
business brings  
to the table  
that's unique.



**Be the Solution**

WHAT | Brand Strategy Makeover



“People don’t care about your business.  
They care about their problems.  
Be the solution that they’re looking for.”

—Melonie Dodaro

Every successful business understands what it is they offer. It’s not just about understanding what they offer, but it’s also understanding what makes their offer irresistible to their target audience.

Remember, quality over quantity. It’s not about having a lot of things to offer. It’s more about having a clear focus on what solutions our business has to offer that’s also unique to our competitors.

To dive even deeper into the What part of your business, think through the unique qualities your brand has that your competitors don’t. What part of your brand do you love? What part of your business do you want your clients to love and experience?

We’ve provided a few questions on the following page to help get you started. Reflect and write down as much detailed information as possible before jumping into the next section.

# WHAT | Brand Strategy Makeover

**What part of your business do you absolutely love?**

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**What is one area of your business you need to improve?**

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**What problem does your business solve?**

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**What do you want people to say about your business?**

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**What are the results you deliver to your clients?**

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Have a clear focus on the solutions you offer and how you are unique to your competitors.

**What do you offer that your competitors don't?**

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**What is one thing people rave about your brand?**

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**What impact do you want to make through your brand?**

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Understanding  
who we are and  
who we serve  
allows us to get  
clarity around  
our brand.



**Understand Your Audience**

WHO | Brand Strategy Makeover



“If you want to create messages that resonate with your audience, you need to know what they care about.”

—Nate Elliot

In this section, we want to clearly define who we are as a brand, what we believe, and who we want to be in the world. Knowing who we are determines our core values, our vision for our business, our brand personality, and what makes us unique...

If our brand was a person, what dreams and aspirations would it have? What are its challenges? What does it look like? Some can even describe what their brand would look, smell, and taste like!

It may seem over the top, but the more clarity we have in knowing and understanding who we are as a business, the more we can communicate our value to everyone else. Every little detail helps you gain brand clarity in developing a cohesive brand.

Similarly, we want to think through who our business serves. Think through the personality traits of our ideal clients. How do they speak? What do they struggle with? What kind of transformational results are they looking for?

We've provided a few questions on the following page to help get you started. Reflect and write down as much detailed information as possible before jumping into the next section.

Who is your target audience?

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Who qualifies as an ideal client?

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Who would be attracted to your business?

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Who are your Top 3 competitors and why?

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Who do you want to inspire through your business?

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Clarity comes when we understand who we are and who we serve.

Who are some influencers your ideal clients follow?

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Who would get the most results from your services?

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Who can afford to invest in my offer?

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Build a genuine  
connection  
between your  
brand and your  
ideal clients.



**Build a Connection**

HOW | Brand Strategy Makeover



“Your brand is a story unfolding  
across all customer touch points.”

—Jonah Sachs

And finally the How. Knowing your value is one thing, but being able to communicate it is totally different.

This is the part where information and how we communicate can often get lost. In order to get clarity around your brand, we should focus on the connection between our brand and our ideal clients. How do we attract our ideal clients? How do we get our ideal clients to enroll in our program? How do we deliver an amazing experience for them? How do we deliver the results we promise?

To get clarity around the how we can take what we know about our business, our target audience, and deliver a message in a way that resonates and attracts our ideal clients, we'll need to think through the previous sections: Why, What, and Who. Understanding these fundamentals is where we'll be able to determine how we should market our business. For example, by knowing where our ideal clients hang out online, we can post the type of content that they find useful and post that content on the specific platforms they love to use often.

We've provided a few questions on the following page to help get you started. Reflect and write down as much detailed information as possible.



How do we attract our ideal clients?

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How do we get people to enroll in our services?

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How do we create an amazing experience?

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How do we keep them as a long-term customer?

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Focus on the connection between your brand and your ideal clients.

How do we create content that resonates?

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How can people learn about our business?

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How do we communicate our vision and core values?

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## Invest in your business by getting clarity around your brand.

Getting clarity around your brand is one of the most important things we can do for our business! When we have clarity, we'll know what we need to do in order to put an effective strategy in place.

It may be tempting to bypass the hard work and start making cool visuals (we all love cool looking things!), but this is where most of the problems lie. If we spend a lot of time on the colors and fonts or even on what our website looks like without knowing who our ideal clients are, that can actually hurt our business because we may be attracting the wrong people to our business!

Unqualified leads, people who are looking for a different type of solution, people who don't quite understand what you do may show you to your website and never enroll in your service because they may have gotten the wrong impression of what your business actually is.

Thanks for downloading

# BRAND STRATEGY MAKEOVER

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**Sung & Co** helps Coaches and Consultants who are outgrowing their homegrown brands and are ready for a cohesive brand that connects, transforms, and impacts.

If you are needing a brand strategy makeover with some hands-on help, join us for our next 5-day challenge where we'll go over these four essential parts to help you map out your strategy!

[CLICK HERE TO JOIN](#)

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