



Create a Clear Brand Message



Words for wellness

WHAT IS A BRAND MESSAGE (AND WHY DOES EVERY BUSINESS NEED ONE)?

A brand message is what your tribe wants to hear, not what you want to say.

A brand message is the statement of purpose that ties your marketing, adverts, graphic design, website ... everything, together.

A clear brand message that is consistently used to guide all the ways you communicate with your tribe can have a massively positive impact on your business.

When you use your clear brand message in your business your clients

- Can quickly and easily understand what you do and how they can benefit
- Know how your business can transform their lives
- Aren't being confused by tone of voice, colour psychology or graphics being inconsistent with the message you're spreading



Having a clear message helps you stand out in the crowd.



On the other hand, not having a brand message, or having one that's not crystal clear can really harm your ability to attract clients

- It takes too long for your tribe to work out how you can help them
- They're lost in the maelstrom of information and contradictory messages you're sending out
- They can't see the plan of what they need to do

HOW IS A BRAND MESSAGE DIFFERENT FROM A 'MISSION STATEMENT' OR 'VISION STATEMENT'?

The difference between a brand message and a mission/vision statement is that your business brand message is focused on your tribe, but a mission or vision statement focuses on your business.

You might have a mission or vision statement for your business that's made into a poster and hung on the wall. The aim is to focus you and your team on what they should be doing to help your tribe have the best experience with your business.

But your brand message comes first. Once you've made your tribe front and centre of your business and the products or services you provide then you can reverse-engineer this experience and create your mission or vision statements for your team.

Doing it the other way around runs the risk of putting your business first and having a product or services-focused business, rather than a tribe-focused business.



WHY CREATE YOUR BRAND MESSAGE BEFORE YOU DO ANYTHING ELSE?

Logos, colours, fonts, websites, social media. It can all wait until you get your brand message sorted out. Why?

Colours, fonts and logos all have a psychology behind them. Colours mean different things, as do fonts and images.

Imagine having a very corporate-style, red logo but your business is all about nurturing and helping? The discrepancy between these two messages unconsciously influence your tribe.

Getting the message consistent between all aspects of your graphic design and your business personality takes away this unconscious path that your clients may take and head away from your business.

Your brand message also gives you plenty of subject matter for your website, blogs and social media posts. Information you miss out on if you don't have your brand message.

Watch the video: [Why every business needs a clear brand message](#)



How's your brand message doing?

Having a clear brand message is crucial to help people engage with you. Having a clear, short statement about what you do means people don't have to think too hard about whether you're right for them or not.

Use this checklist to see how clear your current brand message is.

- Do you have a short statement describing what your business is about?
- If not, don't fret. Skip down to the section where we'll build you one from scratch.
- Does your brand message statement include who your business helps?
- Does it include what their problems make them feel like?
- Does your brand message statement include how you help them achieve their goals?
- Does it include what their success looks like?

How clear was your brand message?

Watch the video: [Four essential elements to a clear brand message](#)



LET'S CREATE YOU A CLEAR BRAND MESSAGE

There are four essential elements that make a clear brand message.

A clear, customer-focused brand message:

- Is clear about who your tribe is
- Is clear about what they're looking for
- Explains the transformation your tribe experience when they engage with your business
- Highlights how you help them achieve this transformation

Remember, being able to describe your business, service or products quickly and clearly is essential to help your business grow.

1

Answer the questions

2

Fill in the blanks on the final statement

3

Pin it on your computer, carry it in your pocket, learn it by heart, and use it frequently

[Watch the video: How to create a clear brand message](#)



LET'S GET STARTED

A

Who is your tribe (your ideal client)?

B

What's the goal your business helps them achieve?
AND/OR what is the problem your business solves for them?

C

How does this problem make them feel/How do they feel before they've achieved their goal?

D

What's the goal your business helps them achieve?
AND/OR what is the problem your business solves for them?

E

How do they feel after they've engaged with you?

F

How does your product or service create this transformation?



Now put this together in a brand message

I/We help A + C
Achieve B
We do this by F
So they can D E

Here are some examples:

We help busy [PART C] women [PART A] achieve an uncluttered, productive day [PART B] through an online supportive community and guided workshop [PART F]. So they can achieve more freedom in their day [PART D/E].

We help busy women achieve physical and mental strength [PART B] through an online guided Pilates exercise programme [PART F]. So they can be strong, fit women [PART D/E]

Many families [PART A] want to enjoy family meal times.[PART B]. But instead find the dinner table a battle ground [PART C]. Your family can enjoy talking not fighting with conversation dinner cards that ease tension and help family members share [PART F/D].

WOOHOO! My BRAND MESSAGE IS





Where to Use Your Brand Message



Words for wellness

Now you've got a brand message ... what next?!

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ROLL OUT YOUR BRAND MESSAGE HERE ...

- Write on your social media 'about' and/or 'story' sections
- Does your website reflect your brand message?
- Do your products/services help you achieve your brand message?
- Use your brand message to guide what you blog about
- Use it to choose a lead magnet that really connects
- Use your brand message to help you write great emails



USE ON YOUR WEBSITE

Your brand message gives you great information for writing the words for your website. Here's how:

Use the transformation as the wording in your header section. The first thing people see when they land on your website should be clear as a bell and tell them the transformation they can experience. Then call them to action.

Use your brand message as the story journey to take people on as they read through your site. You've got their attention with the transformation, now address their problem, present your plan to them, tell them what a great guide you are (using testimonials or showing empathy), remind them what success looks like.

CREATE A BATCH OF AWESOMELY REUSABLE BLOG

When you completed your brand message you get an incredible insight into your tribe. Your brand message will give you a series of key blogs you can share with new tribe members to help them understand how you can guide them to success.

EASILY KNOW WHAT TO POST ON SOCIAL MEDIA

Like your brand message gives you topics for your blogs, it can also show you easily what to post on social media. If a post aligns with your brand message, then it will pop with your Instagram, Facebook, LinkedIn etc readers.

Using your brand message also allows you to have a consistent voice across all your social media pages and groups, blogs and websites.



CHOOSE THE BEST LEAD MAGNET TO ENGAGE YOUR TRIBE

One of the things I love to do is help wellness professionals identify a really great lead magnet. A lead magnet is that value-laden freebie that people download and in return you get their email address and the opportunity to engage with them to show how awesome a guide you are.

Having the detail about your clients from your brand message means that you can easily identify what lead magnet they might be interested in. Here's how I do it.

Go back and re-read the transformation and the plan sections of your brand message. What's one thing that you can do to show value and benefit your clients that's one step back from them taking you up on your plan?

Here's an example. The transformation my client is looking for is that they become someone who is clear about their future life direction.

The plan I have to get them there is that they sign up for my guided online course. If they're not quite ready to sign up for the course then a smaller step in the direction of achieving clarity about their future life direction, that is high value to them yet I wouldn't charge for may be a 5-day daily meditation and visualisation course that I can send out using an automatic email sequence.

When they've completed the 5-day course I can suggest they might want to subscribe for the full guided course.

Boom!



USE YOUR BRAND MESSAGE TO WRITE GREAT EMAILS

Emails that land in my inbox that have a subject line AND content that is focused on my needs, dreams and problems are more likely to get read than ones that don't. Are you the same?

With your brand message you know exactly what your tribe is interested in and can provide emails which are relevant and personal to them.

You can also use your brand message, like with blog and social media posts, to guide the content within the email. Make sure you "Tick the box" that you're addressing something related to your brand message in the story you're writing in your email.

