



Getting Back to Basics & Laying Business

Building Blocks

*'Straightforward' Business Strategy
Training for Beginners*



4. Defining Branding Message

As consumers over 80% are visual buyers, which is why it is crucial to create a brand which resonates with your ideal client.

From your previous work you found out:

1. The problem you solve
2. Who you help that holds this problem
3. The solution to your client's problem.

Using the above as a guideline, you can now create a clear branding message for your business.

Your branding message encompasses all that you offer in a short few sentences. For example:

“I am a money mindset mentor who helps women transform their relationship with money so that they can create the wealth that they desire.”

You should put as much detail into this message as possible, as once you get clear on this part you will start to speak in a more authentic way, whilst being confident within your business and what it is that you do. This message will also help you to stand out amongst other entrepreneurs and business owners online.

What is your branding message? _____

