



## **Brand YOU: Crafting Your Magnetic Marketing Message to Stand Out in a “Social” World**

### **What’s Your “Story?”**

As entrepreneurs, having a strong conviction and belief in the services or products we are selling is key. Often our conviction comes from the fact that we ourselves are our ideal client or customer! (Meaning, our prospects see themselves in our “before.”)

Weaving the story of your “before” and “after” into your marketing can be very compelling for prospects. So, how did you get to where you are today? To tell your story, you can use the following outline. Sketch out your story in the space below:

A turning point in my life was:

This is what I did (steps) to change my situation:

It turns out it wasn’t just me experiencing this:

It is now my mission to:



### **What Benefits and Results Do You Create?**

What benefits and results would your ideal clients/customers be thrilled to get from you? THIS is what we're marketing to. Highlighting these will completely differentiate you from others. List each of the benefits and results your clients enjoy when they work with you.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.



### **“Competition” and Your USP**

Who are your competitors in helping your target client with their struggles? (This can be in your particular field, or in another profession.)

What makes your services unique? What do you offer that they don't? How do your services create better results?



## **Your Claim**

*To figure out your claim, answer the following questions:*

What do you really deliver?

What is the bottom line benefit of your work, one you'll rest your reputation on?

What can you promise a prospective client?

How can you phrase this in just a few words so that ideal client says, "That's exactly what I am looking for!" and will want to contact you right away?

What can you 'promise' that a client will receive as a result of working with you?

What end result does your client get from your services?

Describe this unique result in a single sentence. (This is your "claim.")

# she's got clients

## "So, What Do You Do?" (Your Commercial)

I work (teach/educate/inspire/create, etc.)

with \_\_\_\_\_  
(your niche)

who struggle with (want/can't/are)

\_\_\_\_\_  
(your niche's problem)

and who want (would like/need)

\_\_\_\_\_  
(your solution)



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