

ARE YOU UNREPEATABLE?



Unconventional branding for unconventional business owners

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IS YOUR BRAND MESSAGE CLEAR AND COMPELLING?

Creative rebels, original thinkers, and paradigm-shifters who do out-of-the-box, complex work that's hard to describe often need help "with the words." If your messaging doesn't resonate with what's already in your clients' minds, sales is a slog and marketing a waste of time and money.

As a brand strategist, I know that a clear, aligned message is rooted in a thorough understanding of these core questions:

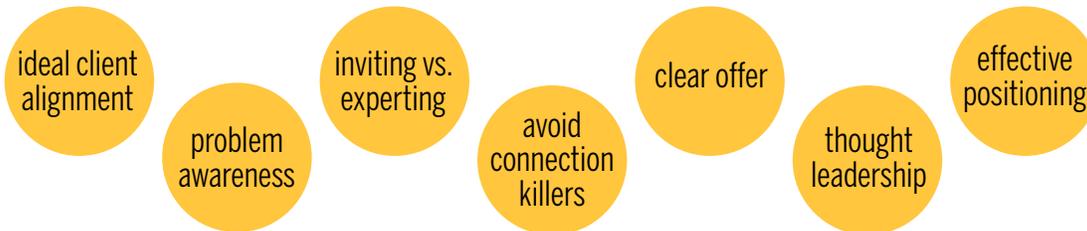
- **Who** is my ideal client and what do they really want?
- **What** do I want my clients to know about how I help them?
- **Why** does my work matter to my ideal client?

7-POINT BRAND REVIEW

Find out how effective your messaging by booking a 7-Point Brand Review. I'll go over your website with a fine-toothed comb analyzing seven critical points. Then we'll meet on zoom so I can share my feedback and recommendations with you.

7 Critical Connection Points:

1. Does my ideal client see himself or herself in my copy?
2. Have I shown that I understand their problem?
3. Am I inviting clients in or "experting" all over them?
4. Is my language killing my connection?
5. Have I clearly articulated my offers and packages?
6. Is my thought leadership clear and compelling?
7. Is my business effectively positioned in the marketplace?



7-POINT BRAND REVIEW \$97

- overall feeling
- ideal client clarity/alignment
- inviting vs. experting
- offer clarity
- language land mines
- thought leadership
- positioning
- + follow up strategy call

NAME PHONE
 EMAIL WEBSITE

 WHAT I DO (IN A FEW WORDS)
 I struggle with:
 Knowing who my clients are or what they want
 Knowing what to say (and not sounding like everyone else)
 Standing out from my competition
 Selling
 Other: