

Do your customers get what you do?

Creative, brilliant, original entrepreneurs doing unconventional, cutting-edge work are frustrated because they can't figure out how to talk about it so their ideal clients want to buy.

What's the problem?

1. You're drowning potential clients in words they don't understand, relate to or care about
2. You're not dialed into their specific needs which leaves them wondering if you're the right solution
3. You're not talking about what really matters to them—so they move on to someone who is.

You're stuck in your business and stuck in your head because you don't know the f*ing words!

Language is tough for entrepreneurs who haven't fully owned and expressed your value—it's frustrating when your amazing stuff falls on deaf ears! This isn't something that can be addressed with a snappy one-liner or new tagline. Authentic, attention-worthy words come from plumbing the depths of your unique genius, pulling it out and using it everywhere. If you're clueless about your crazy brilliance (as many wicked smart nonconformists are), how exactly are folks who want your whacky genius going to find you? In sterile, bland, businessy messaging?

Master Your Message is a three-month deep dive coaching program that uses language as a portal to bring forth the full you. This isn't just about finding the words. It's about transforming the wildly one-of-a-kind YOU that's ready to be fully seen into messaging that accurately reflects your genius, value and expertise—on your website, in your marketing and in conversation.

Master Your Message teaches you the exact words to say so your ideal customers can't wait to work with you.

You'll feel like a million bucks with confidence sourced from within and meaningful sound bites that light your people up. You'll have perfect words and perfect clarity on:

- Language that speaks directly to what your clients need
- Distinctions that set you apart and fill your waiting list
- The results that let you command premium rates
- Your Big Why—your personal power plant that fuels your business, helps you hire the right employees, and inspires followers to come with you.

Master Your Message is a collaborative exploration of what you do, who you serve and the difference you make.

In a series of calls and homework, raw material is generated then refined into the bedrock of your brand—your thought leadership stance (👤). We develop your brand foundations (👤) and messaging essentials (👤), all from your unique POV, all geared to your specific clients.

You'll put this concise, on-brand language straight to work on your website, in networking conversations, Facebook Live broadcasts, social media, videos, and more.

You're here to change the world—isn't it time you told the world who you really are?

If this sounds interesting, let's schedule a call to see if MYM is a good fit for you: brynn@mindsparkbranding.com

