

DISCOVER YOUR
BRAND'S MAGIC
5-DAY CHALLENGE

Overview

W E L C O M E G U I D E



BRAND MAGIC

The secret to building a strategic brand that clearly tells your brand story AND connects with your ideal client is to find the sweet spot - the intersection between your brand's essence, your ideal client and your unique product/service offering!



CLARITY IS KEY

A strategic brand tells the story of both your business, you as an individual AND connects with your ideal clients.

In order to craft a brand message that communicates a clear story, the first step is to be crystal clear on what your business is all about.

The purpose of this workbook is to ask creative questions to help you clarify the four pillars of your business.

FOUR BUSINESS FOUNDATION PILLARS:

- What you do
- Who you are.
- Who you serve. (Your ideal client)
- Your unique value proposition

This discovery and clarity stage will set you up to lead your business with confidence.

FOUR KEY PILLARS OF YOUR BUSINESS FOUNDATION

-01-

WHAT DO YOU DO?

-02-

WHO ARE YOU?

WHAT IS YOUR BIG WHY?
Why are you passionate about
doing what you do?

-03-

WHO IS YOUR IDEAL CLIENT?

-04-

**WHY SHOULD PEOPLE
BUY FROM YOU?**



NEXT STEPS...

Download & Complete The

BRAND MAGIC 5-Day Challenge WORKBOOK