

the **Brand**
Momentum 

workbook



HOLLY CHANTAL



Dear Trailblazer,

Welcome to Brand Momentum where we are going to pinpoint what stage your brand is in, and give you concrete direction on where you need to focus to reach the next stage.

I spent 10 years creating brands for hundreds of service professionals and I found is that there is an entire spectrum to branding and different pieces are necessary at different stages of business.

Your brand is not a one and done thing, as you (and your business) grows your brand must keep up. What I do is help my clients keep their brand AHEAD of where they are currently in their business, which leads to even faster growth.

This workbook will compliment what I'm sharing on the webinar and give you action steps for taking YOUR brand to the next stage.

I'm looking forward to serving you, and if you want help creating your brand and implementing what I'll be teaching, be sure to check out [The Branding Game](#).

Let's get started!

~Holly

Praise from a Trailblazing Client

I was busy planning the trajectory of my business for the next couple of years, with a specific focus on how to scale it, whilst also taking it into new uncharted territory.

I naturally thought my next step was to take my successful business online, and create a website. I had pieces of my brand such as a logo, the personality elements, and clarity on the result my services deliver.

However, I wasn't really sure how to best position my brand for it to appeal to the people I love to work with the most, and how to communicate the essence of the transformational work I do in a way that's easy to understand, while also being engaging and interesting.

It was only in my discussions with Holly that she helped me see that my brand was not as crystal clear as I thought and certain elements of my brand's identity hadn't even been defined yet. Thank goodness I talked to her first!

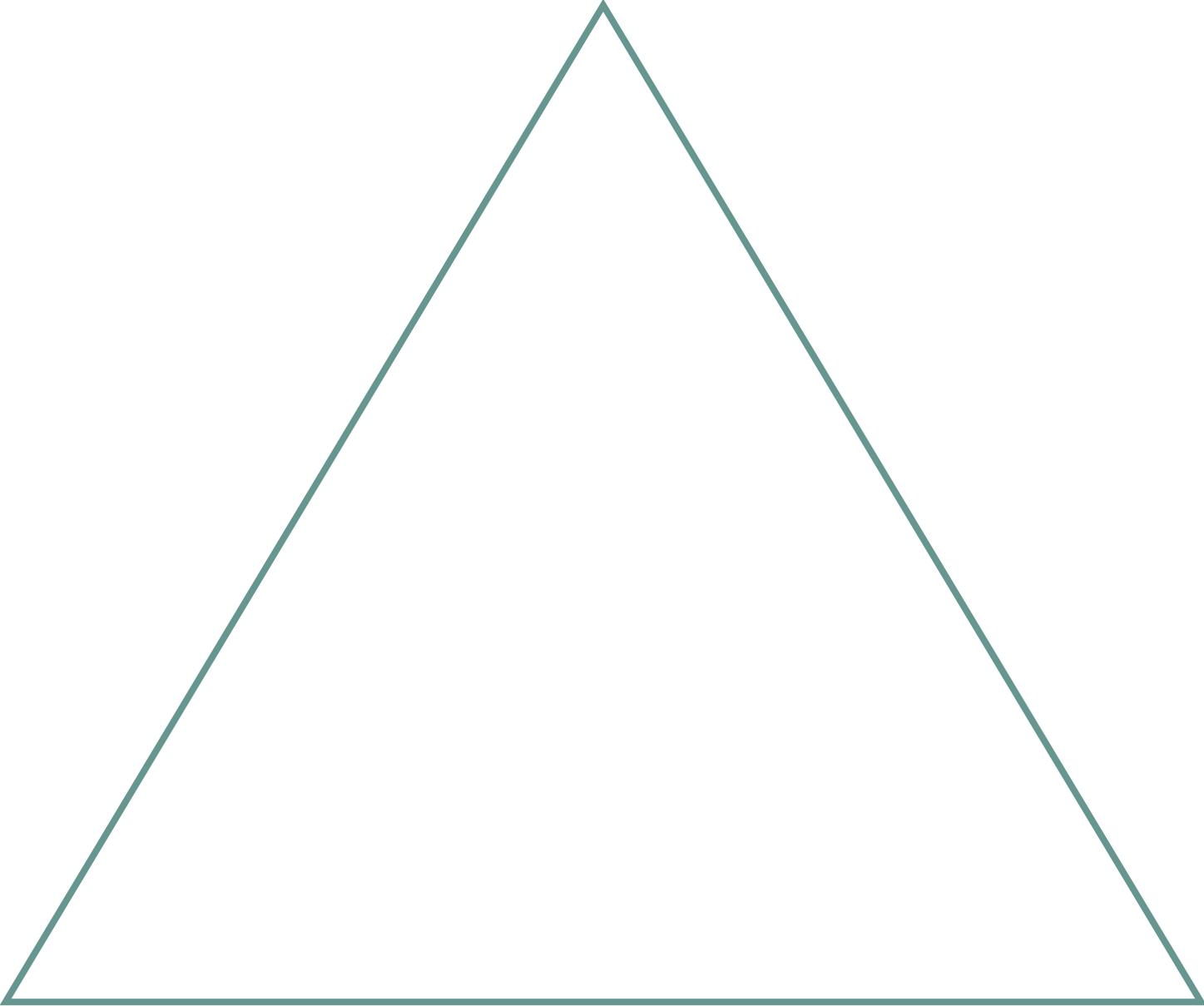
If I had proceeded to launch a website, or even do any kind of wide-scale marketing for my business, without having created a proper brand identity, it would have cost me a lot of money and time to fix, created heaps of frustration for myself, and confused my audience.

Thanks to the Branding Game and Holly's vast experience, knowledge and expert guidance, I have, thank goodness, managed to avoid that painful and time consuming route. Now, I've rerouted, have a clear direction, with an actionable plan, and a brand I love.

I highly recommend Holly and this unique program – it saves you time, effort, gray hairs, frustration, and cluttered thinking – it gives you exactly what you need, how much you need, and when you need it, to create a brand you love.”

~ Dr Sonja Jahn, Transformation Coach

The Three Brand Stages



The Three Brand Stages

Experimental	Primordial	Signature
Not sure exactly how to answer “What do you do?”	You’re clear on offerings, but people have to talk with you to really “get what you do”.	What you do is clear on all of your materials and people come to you ready to hire.
You feel unfocused and not sure what to do next.	You know what to be focusing on, but your business keeps evolving and consistency is tough.	You’re totally focused and have a clear path for what is next in your business.
Branding is haphazard/ done by yourself.	You have a “nice website” but your brand isn’t consistent across all mediums.	Your brand is consistent and CLEAR throughout all materials.
You haven’t had many clients yet, or have only worked with friends.	You have many clients, but usually they are all different.	You attract a certain type of client and are in control of who you attract and when.
Mom knows what you do.	You are attracting collaborative partners and “becoming known”.	You are known in certain circles as the go-to person for what you do.

Knowing Where You Are Is the First Step To Getting Where You Want to Go

Which stage do you identify with most on your brand journey?

What would your business look like if you were to reach the next stage?

What are the top 3 things holding you back from doing that?

What would be the first step to overcoming these challenges?

Praise from a Trailblazing Client

“I STILL refer back to the brand navigation tools we created”

How was I supposed to hire a website designer if I couldn't tell them what I wanted?

Holly's program was invaluable because we focused on the brand first. Her process is very visual and that helped me explore possibilities, and then her coaching took me ten times deeper as we peeled back the layers. She kept challenging me until we both felt that I had it right. After that, how to put the website together was so much clearer.

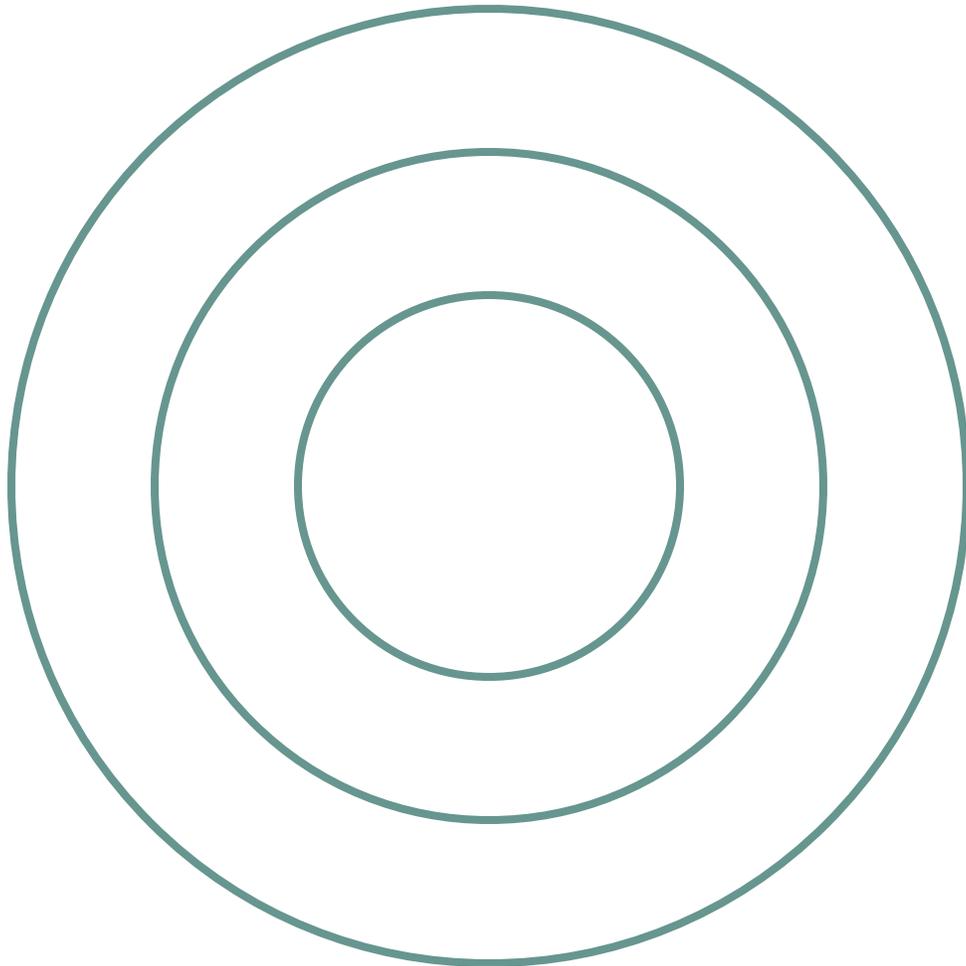
And her help didn't stop there, one of the best parts of her program is the help with writing content. I don't consider myself a natural writer and having her feedback not only helped me get my pages done, but I realized how everything comes back to the brand.

I still refer back to the brand navigation tools we created whenever I'm not sure how to move forward.

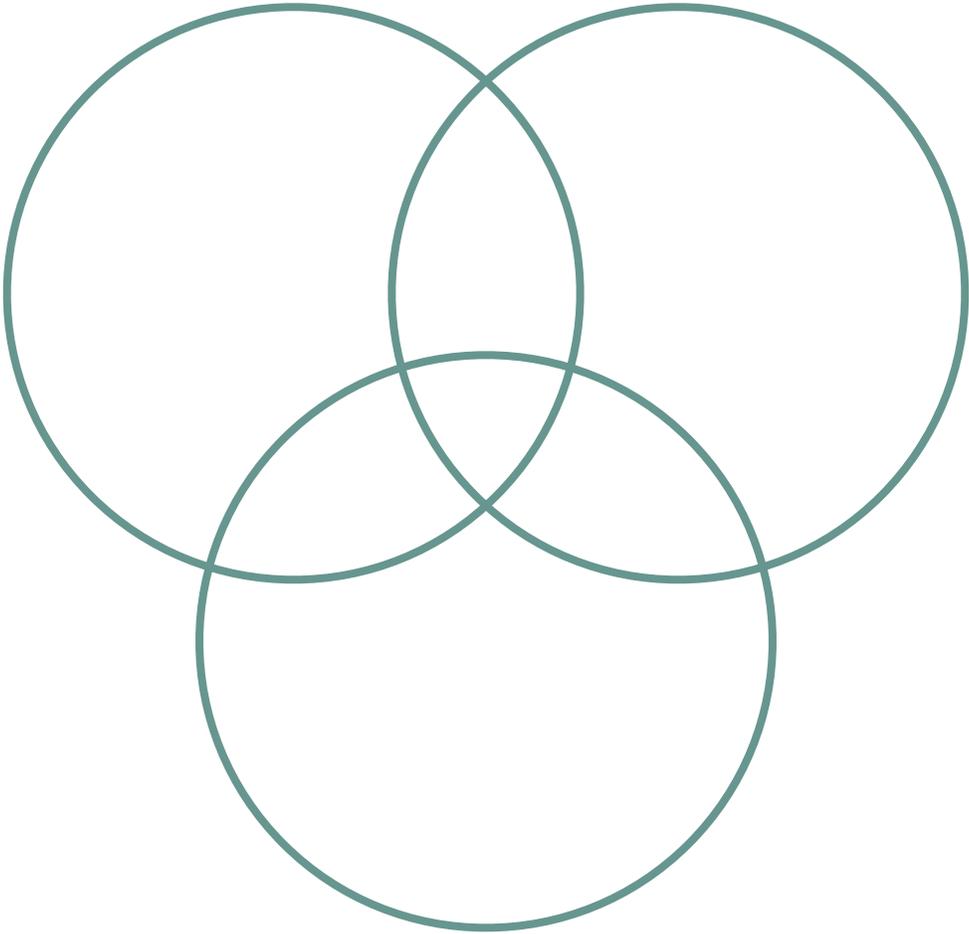
Within a few weeks of launching the site I was negotiating deals with potential partners and having clients approach ME. I know this is because of my clear message and polished brand.

Anthony Sulmonte
Corporate Leadership Coach

Three Levels of Target Audience



The Trailblazing Brand Framework



Your Trailblazing Trifecta

Part 1: Your Philosophy

When you consider the problem you're solving for your client, why are they at a disadvantage? By that I mean, why haven't they been able to solve it? In what ways may the odds be stacked against them? What is the underlying cause of the problem in your expert opinion?

Part 2: Your Methodology

How do you go about solving the problem you're referencing in Philosophy? Why does it work when other approaches haven't? This statement will help explain why you're different from others in your industry, and/or how you will get results for your clients when they may not have had success before.

Part 3: Your Promise

What happens as a result of solving this problem for your client, your way? This will give you an easy way of explaining the big outcome of working with you. This is the statement that gets people to say “I want that!”.

Putting It All Together

Let’s bring these 3 ideas together into something you can use. It will look a little something like this:

I find that (philosophy) so I help them by (methodology) and as a result (promise).

Example: I find that the marketing industry as a whole is considered to be full of slimeballs and that business owners feel they need to compromise their values in order to get ahead. I help them by creating marketing plans that take their values into account and are truly authentic to them. As a result my clients are able to create profitable businesses without feeling like they need to sell their soul to get there.

Praise from a Trailblazing Client

“I feel like the Branding Game is crazy-organizing everything I have into a cohesive plan where everything builds on itself and feels really solid.”

A lot of people talk about having a business plan or give marketing tips, but I’ve never experienced it in this cohesive way.

The string of thinking from one piece to the next I find very clever, yet so natural at the same time. I feel like the Branding Game is crazy-organizing everything I have into a cohesive plan where everything builds on itself and feels really solid. I’ve worked on these topics before but now I recognize that the pieces were there all along but I couldn’t grasp it all like I am now.

Since the whole thing starts with my personality, my whole brand and even business tasks like marketing truly feel like they fit. My business now feels doable, whereas before it felt like something other people did but I couldn’t have.

I’m trusting that all this groundwork will springboard me for a good while. It’s also giving me a bazillion more blog ideas now that I’ve restructured my business.

Eliza Parker
Baby Sleep Consultant

Brand Audit Worksheet

Answer the questions on a scale of 1-5 how accurate the statement is for you:

Personality:

1-5

- I fully express myself in my brand, quirks and all.
- I write and speak in a conversational tone that people relate to.
- I am attracting people to my tribe that I really resonate with personally.
- I incorporate personal stories and my hobbies into my business.
- I share my values in my marketing and attract those that share those values.

Total: __/25

Positioning:

1-5

- My brand consistently communicates what makes me the right choice.
- I can easily describe what I do in a way that is compelling to prospects.
- The clients I am attracting right now are exactly who I want to work with.
- I have plenty of prospects coming from my website ready to work with me.
- My messaging is clear and cohesive across all of my marketing.

Total: __/25

Visual Branding

1-5

- My website accurately represents who I am and my message.
- My current visual branding echoes (or amplifies) my level of success.
- My logo is unique and conveys the “feeling” and message of my brand.
- My visual brand is consistent across *all* touchpoints in my business.
- I am proud of my visual identity and it consistently draws in the right prospects.

Total: __/25

Offerings

- __ I have a system that I use with the majority of my one to one clients.
- __ All of my offerings are united under one key message.
- __ I have offerings at various price points and levels of engagement.
- __ I have a way to pre-qualify prospects and make targeted offers.
- __ My offerings strategically lead into each other so my clients always have a next step.

Total: __/25

Now, take a look at each section and consider which ones had the lowest scores. These are where you should focus first.

Here is where I need to step in with a little tough love:

Usually when participants take this quiz one of two things happens.

1. They feel like they are actually much better off than they thought.
2. They feel pretty disheartened because they have so much to work on.

These are really two sides of the same coin and all have to do with your confidence levels and self perception. The reality is, unless you're at the bare beginnings of your journey as an entrepreneur you probably DO have a lot of the pieces you need.

However, if you are not getting clients through your online marketing efforts and are still relying on offline marketing (like speaking) and/or referrals - your brand is not clear.

You see, there is a huge difference between offline marketing and online marketing. Off line you can tailor your message to who you are talking to, online you don't have that luxury and if you don't have a solid brand message it becomes nothing more than a numbers game, as in "what percentage of people that see me are going to resonate with the message I have" and I don't know about you, but I've never been much for gambling!

This is why most business owners dilute their message to appeal to a larger group - and end up getting lost in the noise. Let's take a look at what you're taking away:

What insights do you have from doing this exercise?

What is the biggest challenge you see with taking your brand to the next level?

What would your business look like if you were able to overcome those challenges and create a brand that fully expressed your awesome?

What are the first steps you could take to bringing that to life?

You can put any additional notes you'd like to keep with you from the Masterclass here:

Want More? Check out

A 10 week online course where you will craft your trailblazing brand.

You will:

- Get clear on the exact language that will attract your ideal clients.
- Know where to market yourself and how to articulate your value.
- Define your position in the marketplace and what makes you unique.
- Explore your personality, style, and how you want to show up in your brand.
- Create a Brand Compass to help navigate business decisions big and small.
- Leave with a Brand Field Guide document that contains all of the pieces of your brand to be used across all of your marketing.

Soup to nuts, by the end you'll have your brand completely mapped out with a reference guide for implementing it into your business.

Sound like what you need?
Take a look! [The Branding Game](#)[™]