

BRAND CLARITY

When you're clear on all aspects of your brand, it makes it easy and quick for your audience to understand what you do and how it benefits them.

Use this WorkMap to find your way to your brand's deepest strengths, your audience's greatest needs, and the profitable intersection of both!

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Welcome to your Brand Clarity WorkMap!

*This is designed to be your ultimate companion
in finding brand clarity.*

With easy-to-use features and even easier-to-follow instructions, you will be able to get to the root of your brand's most significant truths and use these to communicate a clear and persuasive message that will help your audience connect with you in a deep and meaningful way.

When you're clear on why your brand exists and who it's for, it will show on all your marketing efforts and your prospects will gain a clear understanding of why they want to work with you.

By the end of this work deck, you will be able to clearly identify the answers to the following:

Why do you do what you do? _____

What service or value do you provide? _____

Who do you serve? _____

What makes you stand out? _____

Brand Clarity

Watch out for Map Pins across the workmap for valuable tips on each item.



BRAND PURPOSE

Why do you do what you do?

Landmark Example: The Rolling Media is the brainchild of Jozelle Tech.

As a Personal Branding Studio, we find the deepest satisfaction in helping people embrace their true selves and tell their unique stories. Stories have the power to captivate and inspire people, connect us on an emotional level, and ultimately build trust between a brand and its audience.

When we build brands that are the outcome of stitching together our clients' unique stories, greatest skills, and best services, we are able to help them engage with their own market and reach their business' full potential.

Jozelle inspires a culture of believing that nothing is more rewarding than seeing how your work impacts others and so we are fulfilled when by helping our clients, our efforts are multiplied as they set out to help their own clients.



My Brand's Purpose is:



Drop a Pin: Reflect on why you decided to venture into this brand/business in the first place. And from that moment, ask yourself what has kept you going and what you still seek to accomplish.

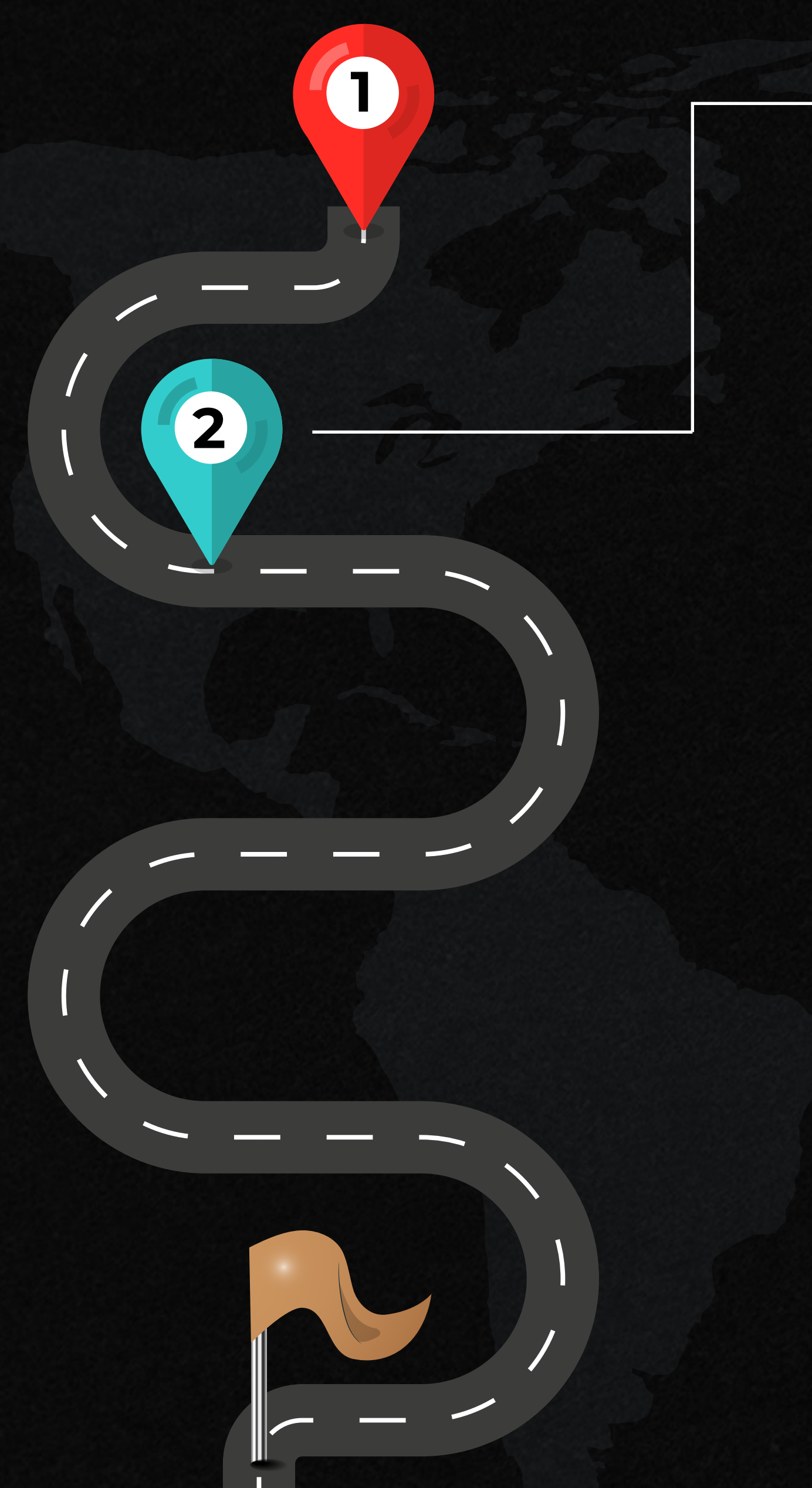
CORE OFFER

What service or value do you provide?

Landmark Example: The Rolling Media's core offer is that we help entrepreneurs build their profitable and purposeful personal brands, monetize their expertise, and be visible everywhere online by using converting content and strategic design.

To support this, you must identify pillars of expertise. These are skills or attributes that you must demonstrate well in order to prove to your market that your core offer is backed by tangible abilities.

PILLAR	PURPOSE
1. Personal Branding	being on top of branding best practices assures our clients that they're getting top quality strategy
2. Content Marketing	our extensive repertoire in content management demonstrates our ability to make good on our promise of making our clients visible everywhere online
3. Creative Solutions	we offer top-tier designs that complement our strategies to ensure our brand promise of building profitable and purposeful brands is fulfilled
4. Critical Thinking	our clients value individuality so we tailor experiences both for our clients and their market in ways that highlight how they stand out in the industry



My brand's Core Offer is:

*The pillars of expertise
I will demonstrate to support this are:*

PILLAR Your service	PURPOSE The value this provides to your clients

Drop a Pin: Even the best brands are prone to making the mistake of trying to be everything to everyone. Use this Core Offer visual to remind yourself of what your focus should be and grow deep, not wide.

TARGET MARKET

Who do you serve?

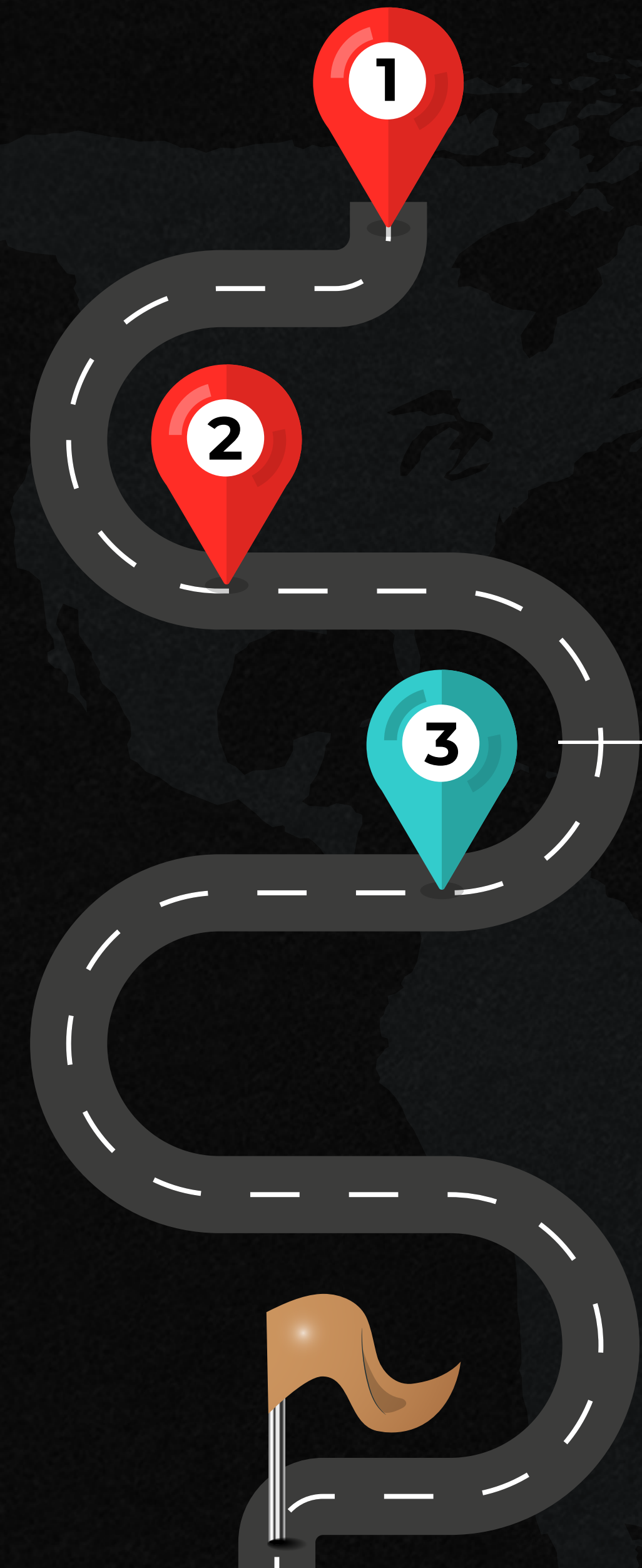
Landmark Example: TRM's target market comprises business coaches who create content online and want to grow their coaching businesses using their personal brand.

They are individuals who wish to expand into scalable methods of revenue generation, like coaching, masterminds, course platforms, digital products, and paid membership sites.

Their main pain point that we solve is that they need to learn how to start influencing and building their personal brand to achieve their social media marketing, business branding, and financial goals.

They are found on Facebook, YouTube, and LinkedIn.

The result they get after working with us is a strategic personal brand that perfectly represents their true identity while efficiently communicating with their market and achieving their business goals.



Consider your market, study your past interactions with clients, or if you don't have much experience yet, envision who you would like to serve your Core Offer to and fill in the following:

My target market is comprised of

⌵ be as specific as you can

Their main pain point that I am able to solve through my product/service is

⌵ identify the biggest, most common problem they face

They're usually found

⌵ list down the platforms where they hang out, where you prospect

The results they get after working with me are

⌵ describe what a successful project outcome looks like for your brand

UNIQUE SELLING PROPOSITION

What makes you stand out?

Everyone has their own blend of skills that make them unique but it's going to take a lot more than that to truly stand out in a very competitive market.

Differentiating yourself against your competition starts with the **STORY** you tell your market.

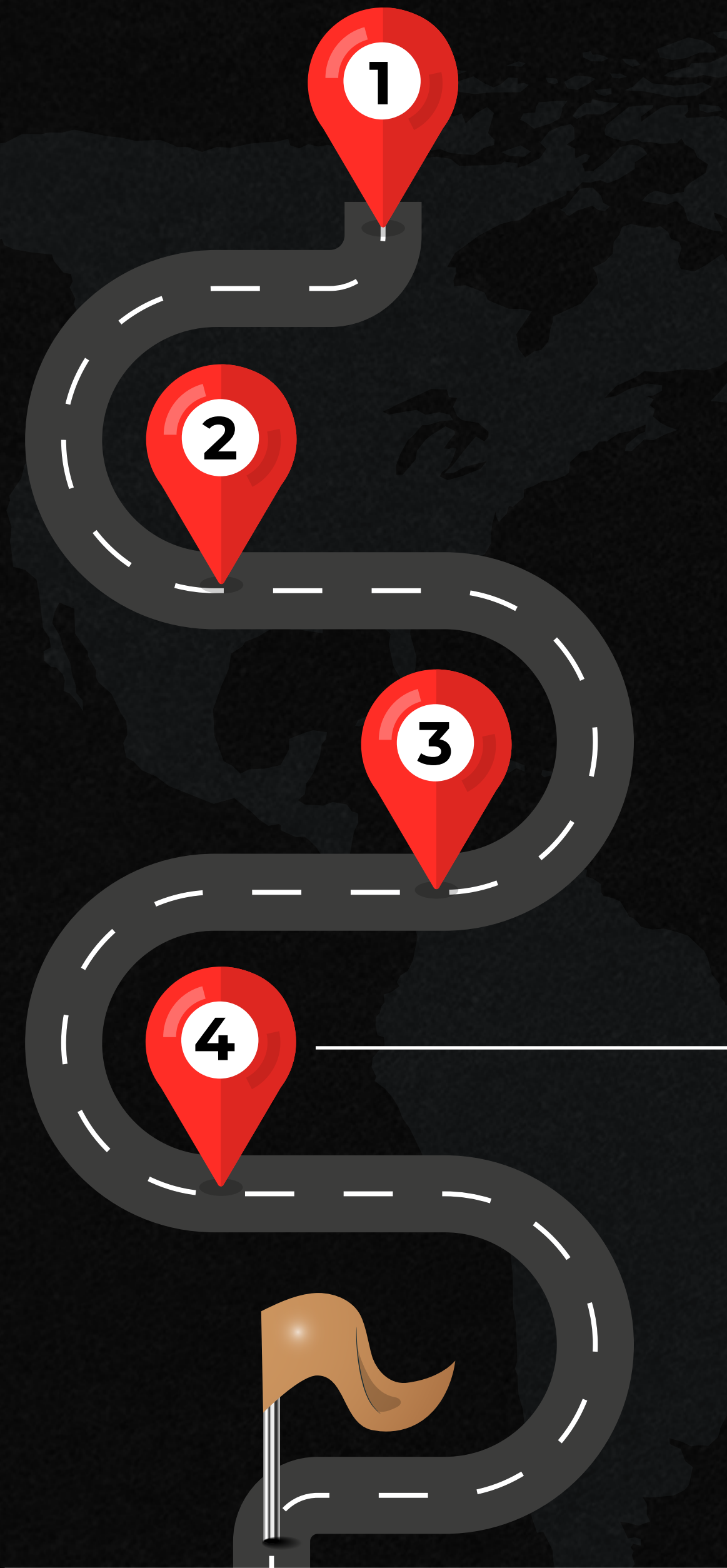
Share
your
background

Talk
about
your why

Own
your
weirdness

Raise
the market
standard

Yearn
for a trusting
relationship



Landmark Example:

Share your background

- The Rolling Media was built around the personal branding expertise of Jozelle Tech. It brings an unlikely group with diverse backgrounds together to share one common goal: to provide exceptional personal branding solutions for its clients.

Talk about your why

- Everyone at TRM is passionate about helping its clients tell their stories in an equally profitable and purposeful manner. We understand that our work can create real change in people's lives, so we are dedicated to ensuring each client gets the most out of their experience with us.

Own your weirdness

- We're a team with no shortage of quirkiness but an oversupply of friendship, respect, and passion for our work. These add to our personality that our market easily recognizes us for!

Raise the market standard

- TRM has built a culture of overdelivering, so we are known as a top-tier consultancy that produces top-quality products and services. We're constantly expanding our knowledge base to use the most up-to-date technology and offer innovative yet proven methods to give our clients the best possible solutions.

Yearn for a trusting relationship

- How we tailor-fit services and personalize client experience has helped us build a community that respects and trusts our personal branding. This trust has been the deciding factor for many instances where clients choose to work with us even though other agencies offer similar services at a lower rate.



The STORY of my brand's Unique Selling Proposition is:

Share your background

Talk about your why

Own your weirdness

Raise the market standard

Yearn for a trusting relationship



Drop a Pin: People want to do business with people, not companies, machines, or robots. Humanizing your brand is the first step in making sure you stand out in an otherwise very transactional industry.

Congratulations!

You've reached the end of the WorkMap. Now what?

And how are you supposed to use your answers to improve your brand and business?

Increased brand clarity is your key to a stronger, more effective message that communicates your value to your market.

You can now:

- ✓ optimize your profile
- ✓ incorporate what you learned above to your content strategy
- ✓ update your page and bio information with your core offer
- ✓ adjust your marketing efforts based on your target market
- ✓ use knowledge about your market to develop more products and increase profit



Can it get any clearer?

We offer comprehensive brand consultations so you can make sure your Brand Clarity WorkMap leads to the exact treasure you're after.

Limited slots per month!

Book Now



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