

# Dream Client

*Instead of focusing on a target audience, focus on imagining just one dream client. This helps you narrow down who you're actually targeting and makes it much easier to actually connect with these kinds of people. Remember by making yourself irrelevant for a lot of people, you're at the same time making yourself much more relevant to a very niche group of people who will actually convert.*

Name of your dream client:

Where does your dream client live?

What platforms does he/she use?

What websites does he/she use?

What kind of personality does she/he have?

What does he/she talk about?

What kind of problems does she/he have?

What does he/she want to achieve?

# Brand Voice

---

*Brand Voice is how you determine how you speak to your potential customers in your messaging (social media channels, website etc). Finding the right voice helps you to connect with your audience makes you more "relate-able" and more trustworthy.*

*Below you can select a few keywords (and add your own) that will help you determine your brand voice. For example - is your brand trying to convey confidence and authority or being simple and casual? Educational or entertaining? Are you uplifting and motivational or down to earth?*

---

## Brand Character:

ex. Confident , Playful, Creative, Passionate,  
Helpful, Diligent, Sassy, Witty, Inspiring

## Brand Language:

ex. Casual, Conversational, Funny,  
Formal, Professional , Simple, Authentic

The keytakeaway here is that when you're making a social media post, adding a blog post or creating copy for your website - all of these will be seen by real people who will react based on what they read. If you have previously identified your ideal client then that's who you should be talking to! Try to use the words and phrases she/he uses to connect with him/her.

---

## Do this when communicating with audience:

ex. Talk and write casually. Don't take yourself too seriously. You can be a professional without being uptight.

## Avoid this when communicating with audience:

ex. Don't talk jargon. If you're audience does not understand what you're saying, there's no point in saying it!

# Brand Mission

Your brand mission is a simple statement on why you do what you do. This helps you clarify why your business exists in the first place.

The mission statement is something you can use later on in your marketing and easily convey what you do and why you do it. Below is a list of some questions to take into consideration when drafting your own brand mission statement

- Why you do what you do?
- How you do what you do?
- What problem are you solving?
- Whose problem are you solving?
- Why are you different? (be honest)
- Who is your ideal client?
- What will be the metric of your success?
- Do the Niche and Need Exercise! (key)

**WE HELP ENLIGHTENED ENTREPRENEURS TELL STORIES THAT CHANGE THE WORLD.**

**OUR SECRET SAUCE IS HELPING OUR CLIENTS BUILD A BRIDGE BETWEEN THEIR WORDS, AND THEIR WORK IN THE WORLD. (E.G. - BRIDGE BOOKS INTRODUCE AN IDEA, THAT INVITES OR INSPIRES AN EXPERIENCE)**

# Brand Mission

---

*Your brand mission is a simple statement on why you do what you do. This helps you clarify why your business exists in the first place.*

*The mission statement is something you can use later on in your marketing and easily convey what you do and why you do it. Below is a list of some questions to take into consideration when drafting your own brand mission statement*

- 
- Why you do what you do?
  - How you do what you do?
  - What problem are you solving?
  - Whose problem are you solving?
  - Why are you different? (be honest)
  - Who is your ideal client?
  - What will be the metric of your success?
  - Do the Niche and Need Exercise! (key)