

5

Reasons  
Your Brand Message  
Is Costing You Clients

# 5 Reasons Your Brand Message Is Costing You Clients

Being a sought-after authority in your field and having a financially successful coaching, mentoring or consulting business doesn't happen by accident. It starts with two things:

1. **Having something: A clear and strong brand message**
2. **Being something: Courageous**

Why do you need these two things?

It's because if you don't have a brand message that stands out, you will struggle to get noticed and find clients. I've been there myself. More on that later...

To have a bold brand message that stands out takes courage because when you run a personality-based business, meaning people buy YOU, you need to show them who you are, what you stand for and your point of view. And that can feel risky, right? It can feel risky to share your point of view because when you do, some people may judge you.

But here's the flip side of that: Others will come running to you.

**Your brand message is the first step on your path to profitability because unless you are saying something that makes your audience stop and takes notice, your marketing efforts will not result in clients.** With a clear brand message you can enjoy having clients who recognize your value, your personality, your contribution and will happily pay you for it.

It's time to stop hoping and wishing that your clients will somehow find you. It's time to take a stand and share your true colors in your brand messaging and how you communicate it.

**Because here's the truth: In business, you will either Stand Out or Stand Aside. Which one do you want to do?**

With your answer in mind, here are some signs that your brand messaging isn't as clear, bold or courageous as it could be—and in fact, is probably costing you some amazing clients and partnerships:

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## 1. Your Message is Unclear

Have you ever tried to tell someone what you do and it all just goes terribly wrong? You can't find the words and they look bored, but you keep talking so they will finally understand? "I do this and that and the other thing... and I also do this... and that..." Perhaps you resort to using really strange hand movements, facial expressions and body language, or you end up sounding like the awkward Sheldon from The Big Bang Theory trying to explain his "friendship algorithm." Very confusing.



**The problem is this: Confused people will always say no.**

When your brand message is unclear, it's hard to explain what you do. That means it's hard for people to realize that you provide the solution they are searching for. It's also next to impossible for others to recommend you because they don't understand the benefits of working with you.

It is your job as the business owner to define what you do and communicate it effectively. If you've been in business for a while you know that your business, your products and services will evolve. Your brand message needs to evolve as well. That is a sign of growth, and if this is resonating with you, there is no shame in it. It simply means you've been growing and becoming clearer yourself, and it's time to refresh your brand message.

*That work starts by understanding the next reason your brand message is costing you clients....*

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## 2. You don't take a strong stand or share your point of view.



Let's face it. There are many other people who do more or less what you do. Your potential clients are bombarded with marketing messages all day long, and it takes a strong stand and point of view to cut through the clutter and be heard. If your message is not sharp or compelling and you don't share your personality or point of view, it comes across as plain vanilla. Plain vanilla is basic and standard and lacks any special flavor or eye-catching colors, figuratively speaking. It certainly doesn't stand out, capture the attention of your audience or leave people with any certain feeling or emotional attachment.

It's just... *meh*.

What you want instead is a message that makes people see right away that you:

- Are speaking to them
- Are the solution to their problem
- Are exactly what they've been looking for
- Have a point of view that resonates with them

In today's market, the personality-based businesses like yours that succeed are run by people who are courageous enough to take a stand, have a clear point of view and leave no doubt that they can deliver results.

**If you have advice or an approach that goes against the grain, don't hide behind it. Shine a spotlight on it!**

*The problem that some people face when they start down this path of taking a strong stand is they feel that they will alienate potential clients. Which leads right into the next reason your message is costing you clients...*

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## 3. You haven't clearly identified an audience



I'm sure you heard this by now, but it bears repeating: You can't be all things to all people, and you can't serve everyone. So why not get clear on who needs you the most and focus on talking with them? **When you know your audience well, you can direct your messaging right to their desires.** When you do that, you make it easy for them to see you as the obvious solution.

If you are stuck because you can serve more than one market and you love all of your options, why not just flip a coin? Make the decision and get yourself into action instead of continuing to be in analysis paralysis.

*Once you know who needs you the most, you absolutely want to avoid the next reason your message is costing you clients...*

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## 4. You are focusing on “What-We-Do” instead of “What’s-In-It-For-Me”

“Buy my 12-month consulting program!”

That’s not super exciting, is it?

Here’s the deal: People buy *solutions* to their problems. Not how it’s delivered. They want to know that you have the solution they are looking for. The goal in your brand messaging is to have them see you as the solution to their need. In turn, that will get them to get into a sales conversation with you so you can tell them about your programs and services. Your brand message is not your 12-month coaching or consulting program, or any other program or service. The program is only a means to an end.



The problem you solve must be clearly articulated in your brand messaging so people can see you as their solution. Really strong brand messages focus on the result your clients will get when they work with you instead of a list of what you do.

**Your brand message should make your prospects excited to know more because you are talking about the problem you are solving instead of your programs and services.**

*Once you focus your brand messaging your audience, your message may still be costing you clients if you do this...*

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## 5. You don't share WHY you do what you do.

People buy from people who are passionate about what they do and why they do it. They buy from people who share similar values. If you are hiding by not sharing why you do what you do, it will be more difficult for people to resonate with you and become your clients.

In today's market, people are craving authenticity, and that requires you to be open and honest about why you do the work you do. Even if, and perhaps especially if, you have been in their shoes before and have found a way out. People all over the globe are looking to be led into greater potential. When you share your story of struggle, you become more "real" to them and therefore more credible. That makes investing in you as the solution provider easier.

**Don't hide your story. Get real and share it openly!**



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## Bold Brand Messaging in Action – An Example

I always appreciate examples so I'm going to give you one here that illustrates bold brand messaging. Here are two people who tackle the topic of wealth and finances with vastly different brand messages. Both have large audiences and have built businesses based on their personal brands.

### *Loral Langemeier, The Millionaire Maker*

Loral is a proponent of entrepreneurship and helping people to make more money instead of living a small life with a small budget. Her message tells you to do things like "Get off your lazy assets." She says that if you want more in your life, you need to learn to make money doing what you already know how to do. Stop getting morning latte to save the \$3.50? Nonsense says Loral. Just make more money and put more cash in your pocket. Her audience is receptive to those who want to have a bigger life and are willing to do whatever it takes. It's Law of Attraction meets major effort and strategy. She was Dr. Phil's on-air financial expert, was feature in the movie *The Secret* and has attracted major media coverage.



### *Suze Orman*

Suze talks about making and sticking with a budget, ridding yourself of credit cards and being frugal with your money. She does not want you take risks with your money. Her audience tunes in to her show for coaching in her "Can I Afford It?" segment where she gives her advice about whether a caller can afford what they want or not. Her audience loves to be either "approved" or "denied" by Suzie and she even sells t-shirts with those sayings. She has tools on her web site like a debt eliminator and an expense tracker. She's Oprah's financial expert and has attracted major media coverage.



The bottom line here is that both of these women are successful and have a large fan-base. They are both advocates for financial education, but they have very different brand messages, personal brands and points of view. And different fans. If you like Suzie, you won't like Loral, and vice versa. So there you have it. These are few lessons I've learned the hard way.

I struggled with my message as a general marketing coach for years. Once I got clear on why I do the work I do, exactly what in the area of marketing I do best, who I do it for and all the other nuances that go into a bold brand message, business got a lot easier and a lot more fun.

**I am now committed to working with other personality-based business owners by coaxing out their marketing messages, uncovering their brands and helping them to communicate their messages effectively.** My company was created out of my belief that reaching your highest potential as a business owner requires courageous action, authenticity, taking a stand for what you believe in and being noticed for it. I listen closely to my clients and help them decide what to say and how to say it best. In other words, **I help my clients to stand out simply by being more of themselves and sharing that with others.**

It's super fun and incredibly rewarding!



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## Imagine Having a Unique Bold Brand Message of Your Own!

If all of this makes perfect sense to you but you're still not sure how to do this on your own, let's get on the phone and talk about it. *For free.*



Simply contact me today.

I'd love to help you stand out and get the clients you deserve. Just go to: <http://www.RisingStarPublicity.com/contact> and fill out the form and I'll get back with you within 24 business hours.

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## A Few Words from Some Amazing Clients:



“In working with Meredith this last year, **my business has quadrupled**, I’ve been featured on TV numerous times, I won a prestigious award, hired more staff, created a professional video and am working on expanding my offerings. And those are just a few of the highlights! My web site, newsletter and social media are more cohesive and effective and **my brand message is clear and concise**. The decision to work with Meredith was the best decision I have made for my business. **The change in one year has been incredible.**” – *Stacey Haney, The Glass Slipper*

“Meredith has helped me move my business to a whole new level. **She took all of my ideas and condensed it down into very marketable concepts**. My favorite thing about working with Meredith is that her creative ability is off the charts. **I do a brain dump and she takes it all and makes something magical out of it**. Truly she has a gift and I am forever grateful for her talent and for helping me move my business to the next level. – *Carrie Saba, Health and Lifestyle Coach*



“Meredith is amazing to work with for branding and messaging. She makes you think outside the box to really separate your company from others and her coaching stimulates growth. **We now have one consistent brand message. It is so exciting to finally see your ideas, hard work, and dreams come together in a cohesive brand message that represents your company beautifully!** I couldn’t imagine where we would be if I had not met Meredith!” – *Jaclyn Peresetsky, Skin Perfect Image Wellness Spa*

“As I began my business, I knew how I wanted my company to be presented but I was unsure of how to communicate that presence. **Meredith helped create a brand and message for my company with my vision in mind. Meredith was able to connect the dots and create a well rounded image for my business. It has paid off many times over.**”  
– *Tony Lisandrelli, SafetyNet Home Inventory*



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**“You made the process of branding myself very easy, enjoyable, and fast. Thank you!”** – *Dr. Donna Hamilton, Manifest Excellence*

**“Before working with Meredith, I struggled with why I wasn’t making the headway I knew I should have been making. My message seemed to be true to my passion, but something just wasn’t clicking. Since working with her on my brand message, I am more precise and confident with my message. I am now able to successfully target my intended market, my audience clearly understands and can identify with what it is I am offering them and I sell books without really trying. It was the best choice I could have made to take my business to the next level. Doors are easily opening. I am so on point, now!”** – *Theresa Cloud Eagle Nelson, Self-Care Specialist and Coach*



**“I could never have accomplished so much in so short a time without the niche and brand message that Meredith brought to my business. I can’t say enough about how fantastic she is! Her expertise has already proven to be priceless. Thank you, Meredith! You are truly a superstar in your field!”**  
– *Jayne Blumenthal, Coach*

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“If you are serious about having a strong brand with loyal, engaged followers, then visit Meredith right away! I hired Meredith for a Brand Assessment, and her insights immediately added actionable value to my brand and marketing plan. **With clear, strategic guidance, Meredith helped me dig deeper into the brand’s message and discover more opportunities to expand the brand.** She is so generous with her expertise and an invaluable resource to anyone seeking to begin or expand their brand. You’ll love Meredith’s style, too. She’s a terrific listener, quickly spotlights what you need, and cheerfully sets you on the right path to success. I highly recommend Meredith. You’ll quickly be on your way to making your brand stand out.” – *Andrea Lyons, Bring Back Desire*

“While working with Meredith, I was able to clearly identify my ideal client profile, specific colors and energy flow design that will appeal to my clients. **I appreciate the way that Meredith is able to help me present my brand in a consistent way all throughout my marketing materials.**”

– *Nancy Kay, Moving Forward Through Divorce*



“**Updating the copy for my web site was so easy** because of my brand description Meredith created for me. Plus, now **I know what I need to do to make sure my brand is consistent** throughout all of my marketing materials. Meredith is the bomb!”

– *Sally Kennedy CHHC, AADP, CPT, Health and Wellness Coach*