

SAMPLE BRAND KEYS DOCUMENT

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RECOMMENDED STATEMENT OF PURPOSE

At Keys to Your Brand, we guide ALREADY-AMAZING brands to unlock the language that reflects who they are at their **most true**—not who they used to be, or who they think they have to sound like. Because often, the work has evolved... the words just haven't caught up yet.

Our mission is to close the gap between values and vocabulary—so every word you use builds trust, signals alignment, and resonates across every part of your brand. Whether you're a team of one or many, we help you shape language that feels like it belongs to you—and works everywhere it needs to.

So that the right people recognize themselves in your message—and the misaligned filter out before they ever reach your door.

That's not just good messaging strategy. That's brand trust in action.

We Unlock Your Brand with Your Words and lead you to OWN YOUR AMAZINGNESS®

OWN YOUR AMAZINGNESS™

The BRAND KEYS of Beth Hess & Keys to Your Brand Consulting are...

1. The Journalist's Approach to Messaging: Real-World Skills that Simplify and Clarify

Beth's background as a journalist taught her to listen for what's *really* being said—and what's not. She's spent decades translating complexity into clarity, and now she uses that skill to uncover the message underneath the message. With a sharp eye for structure and a deep understanding of human motivation, Beth helps clients articulate what they've always known, but couldn't quite say.

Her Genius lives in the Questions—strategic, curious, and always aimed at the truth beneath the surface.

- **She Sees the Story You Don't See:** Beth cuts through the swirl to find the story beneath the surface—the phrases, patterns, and truths trying to emerge. She spots the throughline others miss, pulling out what your words are *trying* to say, and why they haven't quite landed yet. This

isn't about dressing things up. It's about clarity that resonates—because it reflects what's already true.

- **She Speaks Directly to Your Clients' Needs:** Beth's process mirrors a journalistic interview—curious, conversational, and sharply intuitive. She zeroes in on what matters most to your clients and refines your language to meet them there. With insight into buyer psychology and motivation, she helps you shape messaging that speaks to what your audience *actually* needs to hear—and feel—before they say yes.
- **She Writes Like Trust Depends On It—Because It Does:** The right words don't just describe what you do. They earn trust. Beth helps you write in a way that honors your expertise, aligns with your values, and builds credibility from the very first sentence. When your message is grounded in truth and shaped with intention, it connects with the clients you want most—and keeps them coming back.

"I've worked with so many writers over the years, and no one could capture what I was trying to say without losing my voice—until Beth." -Traci P

"She listened to all my swirling ideas and gave me back language that made everything click. It was like she heard the thing under the thing I was trying to say." - Heather E.

"It wasn't just what she wrote—it was the questions she asked. They helped me see myself and my work more clearly than I ever had before." -Paula W.

2. Messaging Is About Way More Than Marketing

Beth doesn't believe in branding as performance. She believes in messaging as infrastructure. Because before you can scale, sell, or even speak with clarity—you need words that feel like they belong to you. Messaging isn't the last thing you do before you launch. It's the thing that makes everything else work.

This isn't about creating something new. It's about revealing what's always been there.

Beth draws out your natural language and sharpens it into clarity—without erasing what got you here in the first place.

- **She Hears What You Didn't Know You Were Saying:** Through strategic conversations, insight-rich exercises, and client interviews when needed, Beth uncovers the strengths and patterns that have been there all along—often hiding in plain sight. Sometimes, the clearest version of your message is already showing up in the words your clients use to describe you.
- **She Refines the Identity You Already Own:** Whether you're a solo founder or a leadership team, Beth helps you recognize the tone, rhythm, and personality that make your brand unmistakably yours. She calls that your AMAZINGNESS—and it's always been in you.

"The session really did feel like therapy for my business. She helped me realize I was trying to sound like someone else—and gave me permission to sound like me." -Jessica J.

"We already had a strong brand and a clear internal sense of identity, but like most growing teams, we were too close to it to see the message clearly. Beth came in, asked great questions, listened deeply, interviewed our key team members, and pulled together something my Co-CEO described as "a very powerful summation of our credo." -Chris J.

3. You Don't Just Need the Message—You Need to Own It

Beth's goal isn't to give you better words. It's to give you *your* words—sharpened, clarified, and ready to use without hesitation. The Message Map, Brand Dictionary, and Word Bank aren't just nice deliverables. They're designed to help you speak the language of your brand fluently—across any platform, in any conversation, and at any scale.

And for teams? That fluency becomes alignment—ensuring your messaging shows up consistently across departments, from marketing to leadership to customer service. Because when everyone speaks the same brand language, trust gets built faster, and confusion disappears.

Beth equips you to be the Keeper of Your Brand—Not just the face of it. That's what it means to Own Your Amazingness®

- **She Builds Fluency, Not Dependency:** Whether it's just you or a whole team, Beth equips you to speak your brand's language confidently and consistently—without relying on an outside copywriter every time. It's not about writing for you forever. It's about helping you write (and speak and sell) like yourself, at your best.
- **She Makes Messaging Repeatable—Without Making It Robotic:** Great messaging doesn't mean saying the exact same thing over and over. It means saying the *right* thing, everywhere. From sales calls to internal docs to onboarding emails, Beth gives you frameworks that create consistency without killing nuance.
- **She Creates Shared Language Across Your Brand:** For companies with multiple voices in the mix, Beth's tools create alignment between departments, leaders, and teams. When everyone—from the founder to the front desk—can speak with clarity and consistency, the brand builds trust from the inside out.

"Having 'my keys' for marketing and branding will not only save me time in the future but continue to provide pillars of continuity to my messaging." -Deanna G

"Before working with Beth, I cringed at networking events because I wasn't clear on my branding message. Now, I feel confident and eager to share because I'm clear on my who/how/why. It's SO MUCH easier attracting my ideal client. -Mitch W

Knowing these 3 things are the foundation of what you believe means they are also:

- *The 3 things that should be infused into every conversation (not scripted or preached, but included in conversational ways)*
 - *The 3 things you want to hear back from your clients about their experience working with you*
 - *The 3 things you will NOT sacrifice*
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3 QUESTIONS TO ASK EVERY POTENTIAL CLIENT TO CHECK FOR ALIGNMENT

What is the heart of your message, and do you feel confident saying it out loud?

This question reveals more than clarity. It surfaces how aligned a client feels with their voice, their value, and their visibility. Beth works best with those who are ready to own their message—not just for marketing, but because it reflects who they are and why their work matters.

1. How well does your current messaging reflect who you are—and build trust with the people who matter most?

The best messaging does more than describe your business. It aligns with your identity *and* earns the trust of your audience. This question helps uncover where gaps might be showing up—whether in how you feel about your message, or how clearly it's landing with clients, partners, or your team. Misalignment often shows up in subtle ways—through hesitations, missed opportunities, or friction you can't quite explain.

2. What would it change—for you, your team, or your brand—if you had language everyone could use with confidence?

This question invites clients to envision not just better messaging, but shared language that scales. Beth wants to understand whether they're looking for short-term fixes or long-term ownership—because her process is designed to create messaging tools you can rely on across departments, platforms, and seasons of growth.

Top 10 Brand-Aligned Phrases...

(keep adding to this over time)

- Own Your Amazingness
- Speak the Language of Your Brand
- Messaging should filter out the Misfits
- Bait your Hook for the Clients you want to catch most
- Put your amazingness into words
- Marketing is Matchmaking
- Truth-Based Marketing, Trust-Based Results

- Unlock your Brand
- Use Your Words
- Words are the currency of connection

A GUIDE TO YOUR BRAND'S VOICE

Keys to Your Brand embodies a voice that's authentic, emboldening, and naturally approachable. Confident, intuitive, and deeply human. Beth leads with clarity, curiosity, and the belief that the best messaging isn't invented—it's uncovered. She likes to have fun, too. She uses metaphor, strategy, and plainspoken truth to help clients see their voice more clearly, speak it more confidently, and scale it more consistently. The result? A voice that earns trust—not just attention.

Voice Characteristics

- Truth-Telling and Insightful
- Empowering and Equipping
- Explorative and Curious
- Comforting and Easygoing
- Connection-Driven and Purposeful

HOW TO USE YOUR BRAND KEYS

Your personalized message map is your compass for naturally attracting your ideal clients and filtering out the misfits. When you communicate the authentic truths outlined in this document, you are creating a shortcut to exceptional client outcomes by matching their expectations with their experiences. That is the very definition of truth-based marketing and trust-based referrals.

Whenever you find yourself in need of remembering who you are as a brand, come back to the Brand Keys. Think of it as the anchor that ensures your marketing, internal communications, and actions stay firmly in sync with your mission.

Remember, *Keys to Your Brand* can help with specific development of these and other messaging requirements. Whether now, or in the future, we are dedicated to guiding you toward even greater success AND satisfaction in a business that fully allows you to Own Your Amazingness™.

Reach out to keystoyourbrand@gmail.com
