

BRAND KEYS FOR _____

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RECOMMENDED STATEMENT OF PURPOSE

At Keys to Your Brand, we teach ALREADY-AMAZING businesses and organizations to clearly speak the language of their brand. We get picky about the words you use in content. We infuse every conversation with a voice that is authentic and effective. We engage every part of a reader to motivate them towards aligned action.

We Unlock Your Brand. With Your Words.

OWN YOUR AMAZINGNESS™

The AMAZINGNESS of _Keys to Your Brand Consulting_ is...

(These are the unique elements of your approach. The differentiating factors from others in your industry. The voice and value you bring to your customers above all else.)

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

With a background as a journalist, Beth brings an unmatched ability to ask great questions, uncover the essence of your brand and put it into words that stick. She's spent years transforming complex information into powerful stories—delivered by deadline. That skill lets her:

- **See the Story You Don't See:** Beth can cut through the noise, pulling out the themes and phrases that show who you really are. This isn't about dressing things up; it's about clarity that resonates.
- **Speak Directly to Your Clients' Needs:** Beth's process is like a journalistic interview, digging into what matters most to your audience and refining it into messaging that connects on a deeper level. With her deep understanding of buyer psychology and motivation, Beth knows how to shape language that resonates with clients' true desires and needs, crafting words that both captivate and convert.

2. Crafting Messages That Capture What's Unique About You

Beth has a special gift for hearing the things you didn't even realize you were saying and shaping them into messages that reveal your brand's core. Her work is grounded in listening—deeply and carefully—to pull out what's most authentic, and her talent lies in:

- **Drawing Out Hidden Strengths:** Through conversational-style interviews and simple (but powerful) exercises, Beth pulls forward the voice and value that set your brand apart. She ensures every word feels natural and aligned. And sounds exactly like the way customers will experience you when you work together.
- **Empowering Your Brand's Personality:** Instead of creating something from scratch, Beth helps you see the unique character of your business, refining the language that captures what makes you unforgettable. She calls that your AMAZINGNESS

3. Confidence in Knowing and Share Your True Voice & Value

Beth's approach is all about helping you trust your voice and value, building your independence in maintaining a clear, resonant brand presence. She doesn't just write for you—she provides a brand dictionary and message map, tools that give you confidence in using your voice consistently across all channels. Her philosophy is rooted in:

- **Sustainable Self-Expression:** With your brand's Message Map, you'll feel empowered to express your value clearly and consistently, whether on social media, with partners, or in sales. When you truly know your worth, it's easy to share it authentically everywhere.
- **Aligning with Clients Who Get It:** Effective messaging doesn't have to attract everyone. Beth's strategy helps you communicate directly with your ideal clients, filtering out those who aren't the right fit. This keeps your brand grounded, clear, and focused on the clients who genuinely value what you offer.

NOTE: This section is THE MOST IMPORTANT PART of the entire document. 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*

3 QUESTIONS TO ASK EVERY POTENTIAL CLIENT TO CHECK FOR ALIGNMENT

What is the heart of your message, and how do you feel about sharing it openly?

This question helps gauge the client's readiness to be authentic and align with a strong brand voice. Beth works best with those who see the importance of an authentic brand voice and who are willing to dive into the words that reflect their real impact.

How does your brand's language currently reflect its personality and values?

A brand's true power lies in its authentic voice. If their current messaging feels misaligned, Beth can step in to uncover and amplify the unique words that will resonate and attract their ideal clients.

How would it impact your brand to have a tool and guide to be able to speak the language of your brand?

This question invites the client to consider the value of sustainable, authentic messaging. It helps Beth understand the client's desire for long-term independence in maintaining their brand voice, setting a foundation for empowering them with tools they can own and use confidently.

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
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A GUIDE TO YOUR BRAND'S VOICE

Keys to Your Brand embodies a voice that's authentic, emboldening, and naturally approachable. Beth leads with expertise, empathy, and a gift for guiding clients to confidently express their brand's true worth. She uses metaphor and clear, impactful language to transform complex ideas into accessible insights, making the journey of brand-building an experience that's both illuminating and genuinely enjoyable.

Voice Characteristics

Truth-Telling and Insightful

- Purpose: Bring clarity and trust through open, honest guidance that cuts through the noise.

- How It Sounds: Transparent, intuitive, and reflective, balancing warmth with straightforward honesty. Beth's words are crafted to connect dots, revealing what's most authentic about each brand.
 - Example: "Let's take an honest look at what sets you apart—no buzzwords or filler, just the essence of who you are."
2. Empowering and Equipping
- Purpose: Equip clients to own their voice with confidence, providing practical tools for sustainable self-expression.
 - How It Sounds: Encouraging, supportive, and motivating, with a clear focus on clients' potential and worth. Beth's voice emphasizes clients' innate value and readiness.
 - Example: "You already have a voice that matters—it's my role to help you find it and own it with confidence."
3. Explorative and Curious
- Purpose: Facilitate a journey of discovery that goes beneath the surface, uncovering what's real and resonant.
 - How It Sounds: Curious, insightful, and gently probing. Beth's voice is characterized by a willingness to ask questions that dig deep, inviting clients to explore what makes them unforgettable.
 - Example: "Let's journey into what makes your brand unforgettable; I'll ask the questions that help reveal layers you didn't know were there."
4. Comforting and Easygoing
- Purpose: Create a relaxed environment where clients feel comfortable being themselves, allowing their authentic voice to emerge naturally.
 - How It Sounds: Warm, conversational, and easygoing, with a lighthearted touch. Beth's tone is down-to-earth and friendly, making every conversation feel open and stress-free.
 - Example: "This isn't formal 'brand therapy.' Think of it as a comfortable conversation where we bring out what already fits you best."
5. Connection-Driven and Purposeful
- Purpose: Craft messaging that goes beyond transactions to foster meaningful relationships and alignment with the right clients.
 - How It Sounds: Relatable, purposeful, and connection-focused. Beth's words are thoughtfully crafted to resonate, attract, and build trust with those who genuinely align with her clients' values.
 - Example: "We'll shape language that not only attracts but creates bonds with clients who truly connect with your purpose."

HOW TO USE YOUR AMAZINGNESS & 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 map, 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 map. Think of it as the anchor that ensures your marketing, internal communications, and actions stay firmly in sync with your mission.

- **Self Reflection, Affirmation, and Centering Yourself.** Some of these sections may never be used as public-facing content, but are more helpful as a mirror for focusing on your strengths, purpose, and passions. Put them where YOU need them to remember who you are and why your business is important in the world.
- **Content Creation.** Leverage your message map as an idea generator for your content marketing efforts. It serves as a wellspring of inspiration for blog posts, social media updates, email newsletters, and other valuable content that aligns with your core messaging. *(If you use AI for content – upload this document in your resources to help the tool learn your language, tone, and style.)*
- **Sales Presentations.** Adapt the core messages from your message map into persuasive narratives for sales presentations and pitches. This ensures that your sales team consistently communicates your brand's identity and value proposition, increasing your chances of selling only to clients who are the perfect fit.
- **Recruiting, Onboarding & Employee Engagement.** Infuse this language into your job descriptions and interviews to filter out misaligned potential hires from the start. Share your message map with new hires during onboarding to help them grasp your company's core values and messaging. It can also be instrumental in employee engagement efforts, reminding your team of their role in conveying the brand's message and encouraging them to embody the brand values in their work.
- **Partnerships & Collaboration.** Prior to entering partnerships or collaborations, consult your message map to access for mission and value alignment. This guarantees that all parties involved maintain a unified message, fostering cohesion and reinforcing your brand identity.
- **Product & Offer Development.** Use your message map as a reference point when shaping new products or services. Ensure that your offerings seamlessly align with your brand's mission and messaging, creating a consistent and remarkable customer experience.
- **Brand Audits.** Regularly evaluate your brand's messaging using your message map as a benchmark. A brand audit helps you determine if your communications remain consistent with your core values and resonate with your target audience. If your brand starts moving in new directions, be sure to update the message map accordingly.

By integrating your Brand Message Map into various aspects of your business and marketing strategy, you ensure that your messaging remains consistent, aligned with your mission, and effective in reaching your target audience.

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
