

About This SAMPLE Field Guide

This sample offers a glimpse of what yours could look like. While your final guide may include many of these same sections, we'll customize the exact order and style to capture your brand's unique voice and address your immediate copywriting needs.

NOTE: Your Message Map is likely to include a number of ADDITIONAL sections based on your individual needs (ie. how to introduce myself in networking; examples of LinkedIn Posts; Website copy map, etc.)

By reviewing this sample, you'll also gain insight into the Keys to Your Brand approach to messaging, marketing, content, and brand development—each crafted to help you Own Your Amazingness® and connect with the clients who truly align with your way of doing business.

KEYS TO YOUR BRAND Message Map

*Message Map by Keys To Your Brand Consulting, LLC * keystoyourbrand.com
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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®

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

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

1. 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.

2. 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.

3. 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.

CORE IDEAS NARRATIVE

The Language of Your Brand is its Key

At Keys to Your Brand, we help ALREADY-AMAZING businesses and organizations unlock the power of language—not as polish, but as infrastructure. We believe your message isn't just a marketing tool. It's a trust builder. A clarity engine. A signal for the clients, partners, and teammates who are meant to work with you.

We get picky about your words on purpose—because when your language reflects your values, vision, and voice, everything else flows more easily: decisions, relationships, referrals, sales, and impact.

We Unlock Your Brand. With Your Words.

Because Unlocked Brands:

- Attract only the clients they want to work with most
- Filter out the misfits naturally and early
- Retain their best employees, partners & vendors
- Receive consistent referrals and rave reviews
- Scale with clarity, confidence, and purpose
- Close the gap between values and vocabulary
- Build trust from the inside out

What you Can Expect When You Work with Us:

- **A Deep-Dive Discovery Process**

We begin with conversations that don't just clarify what you do—they help you remember why it matters. Beth's approach blends sharp insight, deep listening, and thoughtful curiosity to uncover the true heart of your brand. Expect a process that's intuitive, revealing, and refreshingly real.

- **Alignment with the Clients you Actually Want to Work With**

We don't do performative messaging that attracts clicks but leaves you with mismatched clients. We help you craft language that resonates with your ideal audience and repels the ones who don't fit. This isn't about being louder. It's about being *truer*. And trust builds faster when your words sound like your values.

- **Tools That make Messaging Sustainable**

Once your brand voice is uncovered, we give you tools to use it fluently—across your entire

business. Your Message Map, Brand Field Guide, and Word Bank aren't just documents. They're working tools you'll actually use—to write, speak, sell, recruit, and grow. Whether you're solo or leading a team, this is the foundation for shared language that scales.

- **Joyful Collaboration & A Process that Feels Like You**

Beth brings warmth, wit, and ease to every interaction. Clients describe the process as equal parts clarity and relief—as if someone finally handed them the language they've been reaching for. This work is deep, but it's also joyful. We believe you should leave the process not just with sharper messaging—but feeling more like yourself in your business than ever before.

OUR COMMITMENTS - What we gift to our clients

- **SEEING YOUR AMAZINGNESS:** Recognizing what makes you stand out. I believe you already have everything you need to make an impact. My role is to help you see your unique strengths clearly and express them boldly, amplifying the qualities that make you unforgettable. This isn't about creating something new—it's about shining a light on the incredible value you already bring, in a way that feels like the truest version of you.
- **COMFORT:** Creating a space where you can be real. I know that the best work comes when clients feel at ease. Whether in person or virtual, I create a relaxed, welcoming environment where conversations flow naturally, allowing your authentic voice to emerge. You don't have to change the way you do business—just the way you talk about it. I'm here to make sure the process feels easy, so we bring out the language that genuinely fits you.
- **FULL ATTENTION:** Every detail, every word, every moment. When we work together, I'm all in. I bring my full attention to every conversation, listening deeply and picking up on the nuances that make your brand truly yours. This is more than a process; it's a partnership where your voice and values are my sole focus, helping us bring out what matters most.
- **EXPLORATION THAT LEADS SOMEWHERE:** Discovery that goes beneath the surface. Finding your brand's voice is a journey, not a checklist. I believe in digging deep, asking questions that open up new insights, and guiding you to uncover the layers of your story. Together, we explore who you are and what makes you unforgettable, so your brand speaks to the heart of what you stand for.
- **TRUTH-TELLING THAT BUILDS TRUST:** Instinctively connecting the dots between your message and its impact. I listen closely, tuning into how each word will resonate with your clients, and I'll share openly where I see the gaps and opportunities to strengthen your message. With a keen sense for hearing through your audience's ears, I fine-tune language that aligns with clarity, impact, and understanding. This isn't guesswork; it's a skill and craft Beth uses to ensure every word resonates with those who matter most.

DIFFERENTIATORS

In What Ways is Keys to Your Brand DIFFERENT from Other Messaging Coaches and Branding Content Creators?

1. **Journalism Meets Intuition—and Trust Is the Outcome**

Beth doesn't use plug-and-play templates. She brings a journalist's curiosity, sharp instinct, and deep understanding of buyer psychology to every conversation. Her genius lives in the questions—strategic, unexpected, and always aimed at uncovering the truth beneath the surface. With her, you don't just find better words—you find the throughline that ties your expertise, values, and voice together in a way that builds lasting trust.

2. **Tools That Build Fluency, Not Dependence**

Most branding pros create deliverables that require ongoing help to maintain. Beth does the opposite. Her Brand Keys Map, Field Guide, and other tools are designed to hand you back the keys—so you can speak your brand's language clearly and confidently across channels. Her goal? To make sure you never need to hire another messaging person just to say what you mean.

3. **Messaging That Filters as Much as It Attracts**

Beth doesn't believe your messaging should try to speak to everyone. She helps you craft language that draws the right people closer *and* gently filters out the ones who were never a fit. This approach isn't just more strategic—it's more sustainable. Because trust grows faster when your words act like a magnet *and* a boundary.

4. **Unique Process that Prioritizes Trust and Authenticity**

Keys to Your Brand doesn't treat branding as a formula but as a personalized discovery. Beth's process includes "message therapy" sessions that are more than just surface conversations; they're about uncovering truths, exploring identity, and aligning a brand with its mission. Clients feel at ease and connected, with the process feeling less like work and more like a conversation about what's already true for them. This personalized, intuitive process helps clients embrace their authentic voice without needing to change who they are—just the way they communicate it.

5. **Clear Language. No Buzzwords. No Hype.**

Beth's love for metaphor makes complex branding concepts approachable and memorable. Instead of using industry jargon or generic buzzwords, Beth translates ideas into everyday language, making the process enjoyable and accessible. This storytelling quality creates a sense of familiarity and ease, helping clients see their brand in new ways and bringing them closer to the core of their message. This distinctive approach makes the journey of brand-building feel enlightening and intuitive, setting Keys to Your Brand apart as a brand experience that clients both enjoy and understand.

6. Alignment Across Teams and Touchpoints

Whether you're a solo founder or leading a growing team, Beth's approach creates alignment that scales. Her tools aren't just about brand expression—they're about **brand integration**. From sales calls to support tickets to leadership messaging, she helps you build shared language across departments. That's how you protect brand trust as you grow.

These unique qualities make *Keys to Your Brand* highly distinct, setting Beth apart not only as a messaging coach but as a partner in clients' journeys to express their true, unforgettable voices.

WHAT WE DO (OUR SERVICES)

At *Keys to Your Brand*, we help you uncover and express your brand's true voice and value. Our services blend strategy, discovery, and guidance, designed to bring out your brand's unique strengths and amplify its impact across all channels. Here's how we do it:

- **Message Therapy:** Our foundational, in-depth sessions are nothing like traditional "brand voice discovery." Message Therapy is a deep, intuitive conversation that helps uncover the truth beneath your swirl. Together, we explore the identity, values, patterns, and possibilities shaping your message—whether you're a solo founder or leading a team.

You won't walk away with scripts. You'll walk away with language that sounds like you, feels like clarity, and unlocks next steps—internally and externally.

- **Message Mapping:** This is where your brand language becomes structured, sustainable, and usable across all parts of your business. We turn your discoveries into practical tools—like a Message Map, Field Guide, and Word Bank—that help you speak your brand fluently across content, sales, leadership, hiring, and more.

Think of it as your **brand's communication infrastructure**. You'll walk away with the tools to be consistent without being robotic—and memorable without being performative.

- **Message Alignment Audit & Integration Strategy:** For organizations ready to align their brand message across departments, platforms, and people—so your message builds trust instead of leaking it.

We start with the **Message Alignment Audit**, a comprehensive diagnostic that reveals where internal and external messaging are out of sync—from leadership to marketing to the client experience. Then we move into **Integration Strategy & Support**—the part where we actually fix it. That might mean rewrites, team workshops, or internal playbooks. Whatever the format, the goal is simple: Let's make sure every part of your business is telling the same powerful story.

Each of these experiences is designed to help you **Own Your Amazingness®**—not just through better messaging, but by creating alignment, resonance, and trust that scales.

OUR FULL EXPERIENCE PROCESS

At *Keys to Your Brand*, our process follows four stages to help you uncover, unlock, unleash, and uphold your brand's true voice and value. Our approach ensures you walk away with clarity, authentic language, and connection-driven messaging that resonates with your ideal clients.

But YOU choose how far you want to go in this process and how much hands-on support you want.

- 1. UNCOVER: Brand Clarity Discovery & Awareness**

We begin with a deep discovery phase, Message Therapy sessions designed to reveal your brand's core qualities, values, and unique strengths. Through collaborative sessions, client interviews, and research, we uncover the essence of what makes your brand unforgettable. You'll need to provide any current messaging tools or information and be available for our session, which typically lasts 60–90 minutes. By the end of this phase, you'll start to see the pieces coming together as your brand's foundational elements.

- 2. UNLOCK: Brand Keys Development**

Within about two weeks of our Deep Dive Session, we'll deliver your initial set of messaging tools, all designed to align your language with your brand's values, vision, and voice. These tools are sent as editable documents, so they're easy to adapt as your brand grows. This phase unlocks a customized messaging foundation that empowers you to communicate clearly and consistently across all channels. *(Provided documents and tools vary based on the selected package.)*

- 3. UNLEASH: Connection-Driven Copywriting**

With a comprehensive Map and practical guidance, you'll have the tools to unleash copy that drives connection with your ideal clients. Beth provides actionable advice for using your brand's language across social media, client interactions, and marketing materials. For those seeking additional support, the Field Guide with done-for-you content is available to make implementation seamless.

- 4. UPHOLD: Long-Term Alignment and Adaptability**

As your brand evolves, your messaging tools can grow with you. We encourage clients to update the Field Guide or Message Map regularly, staying true to the foundational "Brand Keys" that guide your brand. Beth also recommends quarterly alignment sessions to ensure your messaging remains sharp, connected, and aligned with your vision over time.

OUR CUSTOMERS ARE

Our clients are already amazing. They're delivering real results, making real impact—but the words they're using don't always capture the full picture. They're not looking for a slogan. They're looking for language that feels like them, sounds like truth, and works in the real world.

They know that messaging isn't just about marketing—it's about meaning, trust, and alignment.

The ideal *Keys to Your Brand* client is...

Authentic, Purpose-Driven, and Ready to Be Seen

They're here to make a meaningful impact. More than just business, they see their work as a way to make a lasting difference and are excited to Own Your Amazingness® in a way that feels genuine and unforgettable. They've outgrown the buzzwords. They're ready to share the truer story—the one that reflects their values, not just their offers.

Focused on Building Trust, not Hype

They believe branding is about more than just selling; it's about forming real, meaningful connections with clients who resonate with their mission. Our ideal clients are invested in creating long-term relationships built on loyalty and trust, prioritizing alignment with those who genuinely value their work.




Committed to Clarity, Consistency, and Integrity

They know that clear, consistent messaging is key to building trust and recognition. They want a message that sounds like them *everywhere*—from sales calls to internal meetings. They're looking for alignment that shows up across platforms, departments, and decisions.

Empowered to Take Ownership of Their Voice

They're done outsourcing their voice. They want tools, not templates. Whether solo or leading a team, they're ready to communicate confidently and sustainably—with language that scales as they grow.

YOU WILL KNOW IT'S TIME TO WORK WITH US WHEN...

- You know your work is powerful—but you can't seem to put words to it without it feeling awkward, flat, or oversimplified.
 ***You're ready for messaging that reflects your clarity, not just your category.***
- You feel like the language you're using no longer fits. It's either too safe, too generic, or too scripted.
 ***You're looking for words that sound like you now—and guide where you're headed next.***
- You're attracting people who don't quite get it—or missing the ones who do.
 ***You want a message that draws in the right people, filters out the misfits, and makes saying no (or yes) easier for everyone involved.***

WHAT OUR CLIENTS SAY

- Beth was key in helping my client **clarify their message** and write content for a new rebrand and website. The client is very pleased with everything and scored us with an experience of a 10 out of 10. Beth's work translated to other areas of the client's business communications including upgrading their sales pitch, presentations, and overall brand position. It's a pleasure to work with a wonderful professional who **understands not just the marketing objectives we all need to strive for but also the client's needs and where they are coming from**. The end product was a great balance of both! - *Erin Jenkins, Web Designer*
- I cannot begin to express the heartfelt warmth I experienced as I read over the "Keys to My Amazingness". To state that **I felt heard, seen, and fully understood while captured in words is an UNDERSTATEMENT**. Beth was diligent with me through the entire process as I conveyed my dedication to my work and services. As a business owner there are so many daily tasks at hand to navigate or facilitate. **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**. It's been an amazing experience, and I look forward to her support with additional projects! -*Deanna Girardot, Interior Designer*
- Beth has always delivered above and beyond my expectations. This is saying a lot, as **I have struggled, over the years, to find those who can understand my "voice" and not lose it when summing up the work I do. Beth's background in journalism has given her the expertise to wordsmith my work and offerings in a way that perfectly aligns with my authentic voice and brand**. I cannot recommend her more highly, and am grateful to have her in my back pocket for when I need to develop my marketing language and approach most genuinely. -*Traci Philips, Author, Speaker, Coach*

PHRASES/PHILOSOPHIES/FAVORITE WORDS...

(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
- Messaging that catches up to your True Amazingness

Signature Phrases

- Clarity-meets-identity-meets-integrity
- You don't just need the message—you need to own it.
- Shared language that scales
- Close the gap between values and vocabulary
- Your message should be working as hard as you are
- You already have a voice that matters.

- Let's build trust from the inside out.
- This isn't about sounding impressive. It's about sounding consistent.
- Don't let your words keep the right people at a distance.
- Say the thing that needs to be said—with care.
- Fluency, not dependency
- Messaging isn't performance—it's infrastructure.

Conceptual Framing

- Message Therapy as identity work, not just copy help
- Message Mapping as communication infrastructure
- The Agreement as a shared understanding that filters for alignment
- Language that acts as both magnet *and* boundary
- Clarity that grows trust—not just attention
- Tools that are actually usable—not just deliverables
- Messaging that filters misfits and invites resonance

Client-Facing Tone Markers

- “You don't have to show up polished.”
- “You bring your full self. I'll bring mine.”
- “Let's find the words that already belong to you.”
- “Not scripts. Not slogans. Just resonance.”
- “This is a conversation—not a performance.”

IF WE COULD ONLY SAY 3 THINGS TO OUR CLIENTS...

1. **You Are Already Amazing:** We're here to help you sound like it—everywhere it matters.
2. **Authenticity Isn't Just a Buzzword & Clarity Isn't Cosmetic:** It's the difference between being noticed and being remembered. It's foundational, not marketing flash. And it's how your values start earning trust.
3. **You need to Own Your Amazingness®:** Because the real power of language is in how you use it, share it, and scale it across every part of your brand.

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

1. 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. Alignment-Focused and Trust-Driven

- Purpose: To help clients build messages that resonate from the inside out—so trust grows faster, and misfits filter out early.
- How It Sounds: Purposeful, principled, and magnetizing. Beth writes with alignment in mind—across departments, decisions, and relationships.
- Example: "This isn't about sounding impressive. It's about sounding consistent—so your clients experience the same clarity you feel."

READY TO USE COPY

NOTE - YOUR Field Guide will include here the most urgent content for YOUR brand, based on the terms we establish at time of agreement. That might be website updates, email sequences, blog posts, LinkedIn bios, or other copywriting needs.

NETWORKING INTRO SCRIPT

I'm Beth Hess. I'm a messaging strategist and brand trust consultant—and I help businesses say what they really mean, in words that actually sound like them.

My background is in journalism, so my work is all about clarity, not performance. I ask the right questions, listen for what's *underneath* the swirl, and help uncover the language that's already there—but hasn't quite landed yet.

Most of my clients come to me when the message in their head doesn't match what they're saying out loud. I help them close that gap—starting with brand clarity, and then building practical tools and copy they can actually use.

Whether they're writing their website, training a team, or just introducing themselves at an event like this, I make sure the words feel aligned, and build trust—wherever they show up.

How This Is Brand-Aligned

- *It leads with Brand Trust, naming it as the outcome and differentiator.*
- *It reflects your journalist-trained clarity, showing how you listen for what others miss.*
- *It positions messaging as infrastructure, not just marketing.*
- *It emphasizes ownership, pointing to the tools and confidence you leave behind.*
- *It quietly mirrors your Brand Keys, without needing to explain them outright.*

How to Repurpose These Themes

- *Use the swirl line often: "When the message in your head doesn't match what you're saying out loud..." It's relatable, sticky, and a perfect lead-in across formats.*
- *Lead with trust in your content: Make it clear that clarity isn't the end goal—trust is.*
- *Repeat your core arc: Uncover → Align → Equip is the backbone of your Field Guide offer and works as a mini content framework.*
- *Anchor your posts in the friction: Start with what people are struggling to say—then show how you help them finally say it in a way that works.*

ABOUT US - We are Uniquely Qualified for this work because...

Beth's Bio: I'm a Messaging Strategist and Brand Trust Consultant who helps you put your unique brand value—what I call your AMAZINGNESS—into words that actually sound like you, and work everywhere you need to be heard.

Some people call me The Word Girl. I'm a lifelong question-asker and journalist by training, with deep roots in storytelling, editing, and real-world marketing. I use every bit of that instinct, expertise, and experience to help you (and your team, clients, or collaborators) fluently speak the language of your brand—with clarity, consistency, and confidence.

My clients say I help them relax into their natural voice, uncover what they've been trying to say, and finally write like themselves—at their best. The result? Messaging that feels better *and* performs better. Because when the right words are aligned with the truth of your brand, trust builds faster, and everything gets easier.

How This Is Brand-Aligned

- *It leads with trust—not content, not copy.*
- *It grounds your value in real skill (journalism, strategy, marketing)—not personality alone.*
- *It reflects your Brand Keys by naming clarity, voice ownership, and structure that scales.*
- *It shifts focus from “what do you write” to “how does this build alignment?”*

How to Repurpose These Themes

- *Use “sound like yourself, everywhere you show up” as a through-line in posts and offers.*
- *Talk about trust as the outcome of clarity + consistency. That's what people really want.*
- *Reinforce the journalist lens—you're not here to dress things up, you're here to get to what's already true.*
- *Highlight the “AMAZINGNESS” concept as both voice and value. It bridges emotional language with strategic positioning beautifully.*

THE ASK (and why you don't want to wait)

Your message isn't just about marketing—it's about **trust, traction, and alignment**. And the people you're meant to serve? They're already listening. What they need is to recognize *your brand* in your words.

Don't let generic language blur what makes you unmistakable. Don't let misalignment keep you second-guessing your message.

And if you're leading a team? That message needs to live *everywhere*. From sales to service, leadership to onboarding—when everyone speaks the same brand language, trust scales, and confusion disappears.

This is your invitation to align your message—internally and externally—and make it work across every conversation, every platform, and every decision.

Let's find the words that already belong to your brand—and make sure everyone knows how to use them.

How This Is Brand-Aligned

- *It repositions messaging as a trust-builder, not just a marketing asset.*
- *It invites ownership and internal consistency, especially for team-led brands.*
- *It echoes your full-service arc: clarity → implementation → alignment.*
- *It reinforces your philosophy that your best message is already in you—your job is to uncover, sharpen, and scale it.*

How to Repurpose These Themes

- *Use “Don’t let generic language blur what makes you unmistakable” as a strong CTA or post hook.*
- *Talk about “message that already belonged to you” as a way to reframe voice discovery—it’s not invention, it’s retrieval.*
- *Keep repeating the trust + consistency pairing across content: that’s the message architecture you’re selling.*
- *Use this language to shift buying objections: “You don’t need more words—you need the right ones, used the same way everywhere.”*

HOW TO USE YOUR FIELD GUIDE

Your personalized field guide is your compass for naturally attracting your ideal clients and filtering out the misfits. When you communicate the authentic truths outlined here, 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 guide. 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.

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
