

## **About This Message Map**

*This sample message map offers a glimpse of what yours could look like. While your final map will include many of these same sections, we'll customize the exact order and style to capture your brand's unique voice and help you speak the language of your brand clearly and consistently. 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](http://keystoyourbrand.com)  
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## **OWN YOUR AMAZINGNESS™**

**The AMAZINGNESS of Beth Hess & Keys to Your Brand Consulting is...**

### **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*

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### 3 QUESTIONS TO ASK EVERY POTENTIAL CLIENT TO CHECK FOR ALIGNMENT

1. **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.
2. **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.
3. **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.

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## CORE IDEAS NARRATIVE

The Language of Your Brand is its Key

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.

Because Unlocked Brands:

- Attract only the clients they want to work with most
- Filter out the misfits seamlessly and early in the process
- Retain their best employees, partners & vendors
- Receive unparalleled reviews and referrals
- Impact the world by being aligned to their purpose and passions

**What you Can Expect When You Work with Us:**

- **A Deep-Dive Discovery Process**  
We start with “message therapy” sessions that are more than just conversations; they’re immersive, revealing the heart of your brand. Through thoughtful questions and expert listening, Beth uncovers the unique language and values that make your brand irreplaceable. Expect a process that’s intuitive, revealing, and refreshingly genuine.
- **Alignment with Your Ideal Clients**  
Our messaging process is designed not just to attract any client, but the *right* client. With a deep understanding of buyer psychology, we’ll craft language that speaks to your clients’ true motivations and values. You’ll notice a shift: more clients who are naturally aligned with your brand and fewer who don’t resonate with your vision. Because messaging should both naturally attract ideal clients and filter out the misfits.
- **Clear, Consistent Messaging Tools**  
When we’ve uncovered your brand’s voice, we create a customized “brand dictionary” and word bank, tools that allow you to communicate confidently and consistently across all channels. You’ll gain a clear guide for messaging that’s uniquely yours, empowering you and your team to speak in a way that’s always aligned and resonant. You’ll walk away with not only a refined voice but the tools and know-how to sustain it. With a messaging foundation that’s

authentic and adaptable, you'll be ready to express your brand independently, equipped for long-term success.

- **Joyful Collaboration**

Working with *Keys to Your Brand* is as enjoyable as it is insightful. Beth's warmth, humor, and genuine curiosity make the process feel like a natural conversation rather than a formal session. She brings a relaxed, approachable energy that makes clients feel at ease, making the journey of discovering and refining their brand voice both rewarding and fun. Beth's goal is to help clients enjoy the process as much as the results, adding a touch of joy to every interaction.

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## **DIFFERENTIATORS**

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

1. **Beth's Journalist's Intuition and Process**

Unlike typical messaging coaches who may use more scripted frameworks, Beth's approach combines the skill of a journalist with intuitive insight and an understanding of buyer psychology. She has a knack for asking the right questions and listening closely, not just to words but to the underlying meaning, in order to pull out a brand's genuine voice. Beth's background in journalism means she is adept at simplifying and clarifying complex ideas, transforming them into memorable messages. This intuitive listening allows her to see the story that clients don't even realize they're telling, a level of insight that many other coaches don't offer.

2. **Client-Centered Empowerment and Independence**

Beth focuses on empowering clients to "Own Their Amazingness" by equipping them with tools like the Message Map, brand dictionary, and word bank. She isn't there to act as a long-term content creator but to enable clients to communicate their message confidently and consistently on their own. Many other branding professionals focus on creating the content for clients; Beth, however, provides clients with lasting tools for self-expression and independence. This sustainable approach means that clients leave her process not just with messaging but with the skills and confidence to use it.

3. **Alignment and Selectivity in Client Attraction**

Where many branding experts concentrate solely on broad client attraction, Beth's messaging strategy is intentionally selective. She creates messaging that both attracts ideal clients and gently filters out those who may not align with the brand's values and vision. Her focus on creating "truth-based marketing" allows clients to naturally attract individuals who are not only aligned with their values but who will resonate deeply with the brand. This approach offers a level of brand consistency and clarity that goes beyond typical branding approaches.

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. **Use of Metaphor and Relatable Language**

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.

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.

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## **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 where we dig into the heart of your brand’s personality, values, and goals. Through open, conversational exploration, we uncover the key messages that distinguish you from competitors and resonate deeply with your ideal clients. This is where your authentic brand voice begins - one session at a time.
- **Message Mapping:** This is where discovery turns into action. Our message mapping process supplies you with practical tools to confidently carry your brand’s voice forward. Through a blend of in-depth research, client insights, and collaborative sessions, we help you uncover your brand’s unique differentiators—the qualities that make you truly unforgettable. This work culminates in a comprehensive brand dictionary and word bank, putting the tools directly in your hands to align your messaging consistently, every time. We offer multiple ways to achieve this, tailoring the process to fit your specific needs and ensuring that your brand always connects meaningfully with your ideal clients.
- **Brand Voice Workshops:** Equipping your team to use language that reflects your brand’s personality and mission. These workshops are hands-on, designed to teach you and your team to communicate confidently and consistently, bringing your brand voice into every conversation, post, and presentation.

Each of these experiences is crafted to help you “Own Your Amazingness,” giving you the clarity, tools, and confidence to connect authentically with those who value what you uniquely bring to the table.

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## UPDATED MISSION STATEMENT

At Keys to Your Brand, we unlock your brand’s language to ensure every word reflects your values, vision, and voice – building deep, meaningful connections with your ideal clients. Our mission is to help you find and amplify that language with authenticity, clarity, and purpose—and to give you the tools to carry that message confidently across every touchpoint.

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## OUR PROCESS

At *Keys to Your Brand*, our process follows three transformative steps to help you uncover, unlock, and unleash 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.

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

We begin with a deep discovery phase, including 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 Deep Dive 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: Custom Message 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 Message 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, follow-up packages with done-for-you content are available to make implementation seamless. Each message you share will reinforce your brand’s authenticity and strengthen client connections.

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

As your brand evolves, your messaging tools can grow with you. We encourage clients to update the Message Map regularly, staying true to the foundational “Amazingness 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.

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## OUR CUSTOMERS ARE

Our clients are already amazing. They know they're helping their clients in meaningful ways but sometimes struggle to communicate it in a way that feels genuine. They're looking to express their true voice, share their real value, and create connections that resonate deeply with the people who matter most.

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

### **Authentic, Purpose-Driven, and Ready to Be Seen**

They're here to make a meaningful impact, ready to share the true story and personality that set their brand apart. 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.

### **Focused on Connection and Building Lasting Relationships**

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 and Consistency**

They know that clear, consistent messaging is key to building trust and recognition. They're looking for a unified voice that resonates across every touchpoint, giving their brand a cohesive presence that clients remember and connect with.

### **Empowered to Take Ownership of Their Voice**

They want to communicate confidently and independently, valuing a sustainable approach to messaging that grows with them. They're excited to learn how to express their brand's unique voice, understanding the power of language to shape relationships and create alignment.

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

- **You know the value you bring, but it's hard to express it in a way that feels true:** You're tired of buzzwords and filler—you want language that feels genuine and resonates deeply with your ideal clients.
- **Your brand feels 'stuck' or disconnected:** The words you have don't quite fit anymore or feel too generic—you're ready to align your messaging with where your brand is now and where you want it to go.
- **You're not working with clients you love, doing the work you love:** You're ready to attract clients who value what you bring to the table, allowing you to focus on the work that excites and inspires you.

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## 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:** 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:** 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.

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## 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 Phillips, Author, Speaker, Coach*

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

**Beth's Bio:** I am a Messaging Strategist who helps you put your unique brand value (I call it your AMAZINGNESS) into words that naturally attract ideal clients & filter out the misfits. Some people call me The Word Girl. I am a lifetime question asker and long-time journalist, editor, and marketing specialist that uses all my instinct, expertise, and experience to help you (and your team, clients, supporters) fluently speak the language of your brand. My clients say that I give them permission to be themselves, help them relax into their natural rhythms of conversation, and give them the words to be more passionate – and more profitable.

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

Your ideal clients are out there, waiting to hear from you in a way that they've been longing for. Don't let your words keep them at a distance. Let's create language that feels like an authentic extension of your AMAZINGNESS — messaging that builds trust, sparks connection, and invites action with every interaction.

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

1. **You Are Already Amazing:** We're here to help the world see it, too.
  2. **Authenticity Isn't Just a Buzzword:** It's the difference between being noticed and being remembered.
  3. **Words Are the Real Currency of Connection:** Let's make them work for you.
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## 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
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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.

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### 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. 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."

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## HOW TO USE YOUR MESSAGE MAP

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](mailto:keystoyourbrand@gmail.com)

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