



FROM PAIN TO PROMISE

Build your **BRAND** in **4** easy steps

1. IDENTIFY YOUR IDEAL CLIENT'S **CORE FRUSTRATION.**

What problem is your ideal customer tired of dealing with or trying to eliminate?

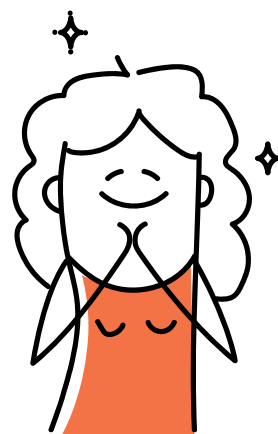
"They hate waiting around for an HVAC technician to show up, then paying callout fees because it's after 5pm or on a weekend."



2. DEFINE THEIR **DESIRED RESULT.**

What's the best result this customer wants as a solution to this problem?

"Fast, reliable service with no big appointment windows or extra fees for evening or weekend callouts.."



4. USE THIS FORMULA TO DRAFT YOUR **BRAND PROMISE.**

"We promise to deliver **(DESIRED RESULT)** by providing **(UNIQUE CAPABILITY)** so you can **(SOLVE CORE FRUSTRATION)**."

*"We promise to **deliver fast, reliable service** by **providing seven-day availability from 8 am to 8 pm**, so you can **get expert help when you need it without any surprise fees.**"*

3. DESCRIBE YOUR **UNIQUE SOLUTION.**

What approach, skill or process do you use to solve their problem?

"We offer HVAC service seven days a week from 8 am to 8 pm with a one-hour appointment window."



A STRONG BRAND PROMISE IS:



- **ACTIONABLE** Speaks directly to the tangible value you deliver.
- **BELIEVABLE** An authentic claim your business can reliably prove.
- **CONSISTENT** Delivered to every customer, every time.

BONUS: Try to condense your brand promise into a **punchy, customer-facing tagline you can use:**

"Same-day service, 8 to 8, for one great rate."

MY BRAND TAGLINE

Strategic design that sparks authentic connection.

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