

Creative Professional

YOUR NEXT STEPS

- ✓ Take stock of how to pull together what you uniquely do, whom you most want serve, and how you bring in revenue under a cohesive, brand identity and message. What is that unifying message and story?

Notes:

- ✓ Create a one-sentence answer to this question: Why do your solutions matter to your potential customers or stakeholders now in our times?

Notes:

- ✓ Publish consistent messaging and content marketing around this message so you can light yourself up to captivate more of your right people.

Notes:

Once you cohere all the elements of your brand identity, services, and messaging under one elegant identity and brand story, then you have a foundation to build your business on, expand your impact, and boost your return financially and emotionally.