



# INSTRUCTIONS

## CRAFT YOUR BRAND STORY

### LESSON 3

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### LESSON 3 BRAND KEYWORDS

#### Action Step #7

Messaging begins with intention. There must be a clear purpose defined and communicated throughout all your messaging. People buy-in to purposes bigger than themselves, missions that are easily understood— real reasons WHY.

When you lead with why in all your marketing efforts then you'll lay the foundation for amazing relationships and actually attract the right people into the movement you're building.

(*Start with Why* by Simon Sinek is a great resource to develop a deeper understanding of this concept.)

We want to simplify your mission into three intentional brand keywords that'll drive every decision made in your business.

Your first action step towards intentionally choosing keywords is to **answer the guiding questions for brainstorming your Brand Keywords.**

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### Action Step #8

Once you have your list completed, **brainstorm the top 10 words or phrases that most resonate with you.** Remember, these keywords are not necessarily for SEO purposes or hashtags, but rather for a cohesive theme for your business to guide marketing and business decisions.

### Action Step #9

Do you see a common thread? **Using your top 10 keywords, identify your top 3 that most connect with you and make them your brand keywords to guide all your marketing and business decisions.**

These three simple words or phrases will guide all of your marketing decisions in your business.





## LESSON 3

### BRAND KEYWORDS

#### ACTION STEPS

##### **Step 7**

Answer the guiding questions for brainstorming your Brand Keywords.

##### **Step 8**

Using your answers, brainstorm the top 10 words or phrases that most resonate with you.

##### **Step 9**

Using your top 10 keywords, identify your top 3 that most connect with you and make them your brand keywords to guide all your marketing and business decisions.