



# CRAFT YOUR BRAND STORY

## TRANSCRIPT - WEEK 3

Welcome to week three. The focus this week is all about your brand keywords. So messaging is all about intention. You need to have a clear purpose, a very big “why” that’s bigger than yourselves, bigger than your products, and that attracts your customers. If you can give them simple words to rally behind (we call them brand keywords) then it’s going to be easier to theme all your marketing decisions and your business’s decisions around these keywords, because then it keeps you aligned to the message that you are standing for and sharing.

When you can lead with this big “why” through these keywords, then you can lay the foundation for all your marketing efforts to build powerful and profitable relationships with your customers that helps you further build a movement around your business, and not just simply a business.

The first action item is to answer the guiding questions for brainstorming your brand keywords. Questions like, what inspires you? What do you value most? What’s the vision for your business, and what makes you different? Keep in mind, there’s no limit to what you should be brainstorming to these answers. And so get a pen and paper, put it in your notes app, write on your computer, but brainstorm as many words or even phrases that come to mind around these words. So that way you can really get a strong list around what would become your main keywords.

Action item number two is to use these answers and put it into 10 phrases or keywords that most resonate with you, because these keywords are not for SEO purposes necessarily. They’re not for hashtags necessarily, but they’re for your own personal values and how it’s added into your business to theme all your decisions and



make sure that they're aligned. And so using your notepad, your computer, right? Your notes app, go ahead and transfer all of this brainstorm list into 10 items that resonate most with you.

Action item number three is again to consolidate one more time, take these 10 answers, keywords, phrases, and choose just three. Choose three keywords or phrases that will become your brand keywords. Three simple words or phrases that will guide all of your marketing decisions in your business. All your business decisions really.

Let's recap. The first action item is to brainstorm as many answers as possible to the guiding questions for your keywords. Then action item number two is to consolidate all of these answers into 10 phrases or words that you can then use. And action item number three, which is to then consolidate it into just three. Three keywords, three phrases that will become your brand keywords, put them on your about page, right? Put them in your marketing materials, make them as Instagram story graphics. There's unlimited uses for these in a way to help your team and your customers buy into what you stand for and what your values are and how you make decisions in your business.