

LORIN GALLOWAY

Brand *Messaging* Guide

What if you could make small, impactful changes to start booking more (fab) clients?

In this checklist I'll guide you through leveraging your vision, story, result, people and positioning within your marketing.

HOW TO USE THIS GUIDE

These 5 questions and their respective prompts will help you consider your vision, story, result, people and positioning. Leveraging these within your marketing and communication helps you share the right message with the right people.

Imagine someone you would LOVE to work with lands on your social media or website. They see something they fancy and decide to stick around. But the emails or posts they read from you in the days that follow just melt into the sea of sameness they experience online. Maybe the message was unclear or the result vague and unspecified. Maybe it was an inconsistent brand experience and they couldn't really understand what you or didn't feel like whatever you offered was for them.

It sounds a bit dramatic, perhaps, but it happens — to all of us.

Obviously, not everything that turns a person into a client is within our control. There's a lot that simply isn't.

How we position ourselves and talk about what we do and connect with who we do it for is.

Let's change that so you get more fab clients, yeah?

YOUR VISION

You have a vision for yourself and your business - a kind of future you desire that you're working toward. And you definitely have one for your clients too, even if you've not been conscious about it.

Are you conveying that vision in your messaging?

Yes

If you are already doing this, consider:

- Where are you talking about it?
- How are you making them see and feel that vision?
- Do you describe it to them?
- How are you bringing it to life?
- Can you make it more detailed with concrete examples?

No

If you aren't already doing this, consider:

- What kind of future do you want for yourself and the people you want to work with?
- How do you want yourself and them to feel?
- What do you want yourself and them to believe and experience? Or what beliefs do you hold around life/business/the work that you do
- How does what you do change the world and align it to your vision?

YOUR STORY

You and your business have a story - a reason you're passionate about and specialise in what you do, where that purpose comes from or what experiences it's born out of.

Do you know why the work that you do matters to you?

Yes

If you already know this, consider:

- How can you infuse more of that into your website copy (specifically your home and about pages)?
- How can you share this purpose and story in your marketing?
- Are you connecting with people who share a similar path/trajectory/experience?

No

If you don't know this, consider:

- Are you aware of how your personal experiences and beliefs have informed your work or business?
- Were you ever in a similar position to where you feel your clients are before they work with you?
- How can you find a way to share your personal story while respecting your boundaries and privacy?

YOUR RESULT

You have 2 things you offer clients: 1. the service you specialise in and 2. what they experience (tangible and emotional) as a result of that service.

Are you communicating the result that you provide to your clients more than you communicate the details of what you do?

Yes

If you are already doing this, consider:

- Can you get more specific about the result and make it something unique to you and your business?
- Look at how that result is tied to your own experiences in life/business (depending on whether you are Business to Business or Business to Consumer)
- Can you schedule in more marketing that speaks to the result and share case studies or testimonials of clients/customers who can share their experience of your result?

No

If you aren't already doing this, consider:

- What makes working with you different to working with a peer in your industry?
- Outside of tangible results, what emotional benefits can your clients expect from working with you?
- How are your personal experiences, beliefs and story showing up in what you do and how you do it?

YOUR PEOPLE

Our people are the ones that keep our business growing, so it makes sense that we would want to get to know them intimately. When we do, we can create hyper-targeted content and messaging that honours where they are, what they want and how you can meet them there.

If we want to connect with them, we need to go beyond basic demographics.

Do you have a clear idea of what your people are thinking, feeling, and what they enjoy?

Yes

If you already know this, consider:

- How can you use that to write more targeted copy to ensure you're speaking to them — while respecting their humanness and not utilizing fear, shame and other shitty manipulative business practices?

No

If you don't know this yet, consider:

- What do they value? What experiences do they enjoy?
- What feels overwhelming for them? As it relates to your industry and/or work, what are they looking for?
- What's their business/life dream?
- Where are they watching or creating content?
- What makes them feel taken care of and valued?

YOUR POSITIONING

Our positioning is where we sit in our industry: the work that we do, the result we provide and who we provide it for. It's your opportunity to carve your own path and differentiate yourself, so you're not just plodding along being, looking and sounding same-same as your peers.

Are you positioning yourself with your industry as someone who specialises in that result?

Yes

If you are already doing this, consider:

→ Can you be more clear on your positioning or what makes you different in your copy, marketing and bios?

No

If you haven't already done this, consider:

→ What specific part of your industry are you operating in?

→ Think about your people, what they need and what emotional benefits they get from working with you. Where do those overlap? What's unique to you in that combination?

→ Make this statement your own: "My [what I do] is the only [functional/tangible benefit] that [biggest emotional benefit]"



Hi! I'm Lorin Galloway

And I support business owners like you in getting more fab clients by confidently hitting publish on their marketing and brand experiences and getting their message in front of the right people, sooner. How? Through intimate brand strategy, design and websites.

If you want more fab clients, clarity and growth — more of the business you dreamed of having — I'd love to help you get there, too!

I created this Brand Messaging Checklist to support you in making small and impactful changes in your current marketing and communication efforts, so you can lead with a brand story that won't get lost in the crowd. While not sacrificing your vision or values either. Win win win!

If you enjoy it, I'd love to hear how it helped you!

I'm always available for questions, so if you've got 'em, ask 'em. Pop me a mail or book a complimentary consultation call and I'll make a happy squeal.

[Book a free call](#)

To all of us getting more fab clients

xx

PSST.

Want to refine your brand message together?

I blend brand strategy and coaching into a 4-week intensive that's aimed at getting your right message in front of your right people, sooner. So that you can have and experience more of what you dreamed your business would be. Together we can align your vision, story, result and positioning to your people, your dream for your business and your values.

loringalloway.com/intensives

[Or click here](#)

So excited to support you with bff-grade brand support while getting your message in front of your people.

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