

Figuring out *how you do things* *differently* in your business

Helping you focus on your result, not your service. No more lost-in-the-crowd brand messaging after you work through this very important part of your brand messaging!

1 Functional benefits

List out the functional benefits of your service or product.

What do your clients or customers get in a tangible way? What's measurable in the work you do with/for them? This could be what they perhaps feel they're paying for.

2 emotional benefits

List out the emotional benefits of your service or product

What is the big result of what you do? What and how do your clients or customers feel and experience when working with you/purchasing from you? What changes in their perspective during this time? How do you meet their emotional needs? What they perhaps don't realise they're paying for?

3 Why you care

What is important to you? Why do you care about it?

This can encompass anything at all, and is usually linked to what you value as an individual and business.

4 Where does it come from

What part of your story is your business born out of?

Where did your business come from? Why do you do what you do? Where did you learn your skills? When did you identify the need within yourself to start or grow your business? Why are you invested in your people? Why do you care about them and want to build community around them?

5 Tie those threads

After you've journaled or made lists around the above four points, you can start tying threads between them.

How does your story relate to what's important to you? How do those tie back to the emotional benefits of working with or buying from you? And how do those weave themselves into the functional benefits?

This likely won't just leave with how you do it differently, but you'll have a better understanding of your own story that you can even update your website About page too!



Hi! I'm Lorin Galloway

Red wine appreciator, amateur gardener and the voice and heart
behind these free resources and loringalloway.com.

I create intimate brand strategy, beautiful visual branding and
rocking 'from-scratch' websites for business owners who want
more clarity, confidence and growth and less rules, formulas and
lost-in-the-crowd brand voices. So that they can have the business
they dream of having.

WANT THE BUSINESS YOU DREAM OF HAVING, TOO?

Book a complimentary call and we'll kick it off by looking at your
business vision and how we can support it with intimate strategy
and design.

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