

Called to Both 37 Transcript

We're in a brand authority series here on the podcast and today I'm going to share with you some of the essential elements of building a credible and in demand brand. Last week, I shared three key components of what it takes to stand out and build your brand authority. Today, we're going to be diving a layer deeper, and giving you some implementation for actually unpacking the first key component, which is your messaging. Now deciding what you want your business or your brand to be known for and remembered for is a daunting task. But it is so important. And I hope that today will simplify this process for you to have a very effective, powerful message without it feeling heavy and complicated and daunting. And now, I will also say that if your content feels really hard right now, like making content feels hard sales calls feel like forced and awkward, and you just don't even know what to say, especially on social media, then lean into this episode, because your brand message is going to make all of these things flow together more smoothly, and help you create better content overall.

This episode is brought to you by Kajabi. funny word, right? But Kajabi is the tool I use to house all of my freebies those free downloads I talk about in my episodes from time to time and in my videos. I also how's my email list my courses and even my coaching pages for my client replay calls. It's an all in one tool for delivering digital products and growing an email list. Kajabi also offers podcast hosting communities and memberships. So if you've ever had an idea for a monthly membership offer, Kajabi is going to have everything you need to get set up and running with a membership. Now personally, I think my favorite part about Kajabi is that it's all in one, I don't have to think about a third party tool or connecting automations or fancy tech tools to connect my email to those freebies or my checkout carts to my programs. It's all together. And this makes my life so much easier. So if you want to give Kajabi a try today for free, see how it could fit into your business. Go ahead down to the description section of this podcast and click the link to get a free trial today.

Hello, and welcome to the call to both podcast. I'm your host Joy Michelle, and you're in the right place if you're ready to grow your business while also being the intentional and present mom you want to be this show will leave you feeling inspired, equipped with tangible tips and encouraged to go after your own version of being called SVO. Let's dive in. Our Alright, so initially when I asked you, what do you want to be known for? You might think, okay, I teach this thing or I offer this service or have this course. And that's what I want to be known for. And I think that's a great start. But today, I want to encourage you to dig a little bit deeper into your true brand message not only for you to have greater brand authority and credibility, but to not fall into the pitfall of being vague or unclear.

Because I think when we are not quite sure what we want to be known for and remembered for, we can inadvertently reduce our overall brand credibility through kind of just watered down messaging really, the brands that we remember that we recognize that we are very clearly told what they do and how they want to be remembered and known for are the brands that we end up liking because we remember them and we understand how they fit into our lives. Now notice I said how they fit into our lives because ultimately, everyone is walking through life asking how something fits into their life. Like the other day, a friend of mine added me or just invited me to a Facebook group. I immediately wonder, okay, what is

this? Do I need this? Will this help me? Does this help solve my problems? Does this help connect me? Does this help me achieve a goal? We hear about anything in life? Okay, a masterclass a course an event a party? And we want to know immediately is this going to help me get one step closer to where I want to be? So thinking this way can help to bring more specificity to your answer of the question, the original question of what do I want to be known for? Where do you want to show up and be remembered for doing that thing really specifically?

Well, now how would you describe your brand and your solution to your business or the products that you bring in terms of the benefit for them? So I think that's a really important caveat here. We can describe our services of what we bring and what the packages look like and what our title is right? Like your title might be planner or photographer or coach, but your actual problem of what But you're solving in the context of the client might look a little bit different. So positioning in a way that your potential client can understand what it is you do is a really powerful way to help them understand how your business benefits them. This is why you so often to see like Instagram bios that will start with, I help or I teach or I solve, right, like where I connect, you might say, like, I connect brands and businesses so that you can have better PR opportunities or something like that.

So it could be a liaison of sorts. So kind of stepping outside of your brand and thinking about how you could describe what you do, even if you don't end up using this in your Instagram bio is really important and is going to benefit you in the long run. So thinking about how you could fill in the blank for a sentence like I help I teach I solve, each of these sentences are going to help you bring a cohesion to your messaging, and in your content. So sometimes we do exercises in my business where I write out my solutions, and my positioning, and my branding. These are things that like we might not actually use on the front end, this might not be front facing on my Instagram bio. But it's important to have for us to understand as an organization, where we're coming from and why we're doing it, and it gives us a unique perspective. So I say that to let you know that some of these things you might start like using as a prompt, and they might not be things that you put directly on your website, but they're important for you and any team members that work for you to know as you create content. In story brand, one of my all time favorite books by Donald Miller, it's recommended that you position your messaging in terms of the struggle or the problem first.

So this is exactly what we've been talking about here. Okay, so many of you know that I started a brand called Photo boss. And one way for me to talk about this brand would be to first highlight the reason that you might need this brand at all. So I could say to someone, you know how photographers are sometimes amazing at their craft, but not always the strongest marketers and business owners? Well, that's how I help. I've started a brand called Photo boss to become the bridge between business and marketing, education, and photographers and creatives. So something like that. Now, that might not fit on an Instagram bio. But it is important for me to understand what problem first and foremost, am I coming at and solving in that particular arm of my business? So when you can answer that question of how do you put this in their terms? How do you talk about your product or your service in a way that directly benefits the client, you're going to make more impact, and you're going to make more impact through your content.

And you'll probably waste less time wondering what content you should create it all, it's all going to become clearer because you have that clarity in your messaging. So a few ways to put pen to paper on this for your business would be to fill in the following prompts. So fill in the sentences with your business's answers. So I sell blank, and that's your offer. I solve this problem, you fill in some potential

problems. Now I think all of your offers are going to have different problems that you solve. So I know that each individual digital product in my business solves a different problem. So sometimes this can be helpful to do multiple times in your business depending on how many offers you have. Another way to look at this would be to say okay, I help people achieve what desired outcome so you fill in the blank with that desired outcome. Often, this is not the literal thing that we offer. So in my coaching creatives are not hoping to have their desired outcome be just feeling supported or just getting on calls with me or just having access to me through Voxer.

What they're actually building out and the desired outcome is business growth through visibility channels, booking higher end clients, and having an overall content strategy to support this. So I'm noting this and how that differs from the offer itself. So that's super important to write down is sometimes we get so close to our own offers and our businesses and the thing that we do every single day that we really forget what the desired outcome is for our client. Alright, so the next thing is a good brand message will also highlight your uniqueness. And I think a great way to draw out what makes you different and unique at what you do is to take a closer look at your brand values and beliefs. So first and foremost, to have brand values and beliefs. But also to look at these and make sure that you are highlighting these in your marketing and on your Public front facing places like website, social media, where it makes sense, right? So brand values and beliefs, sometimes it can be easier to understand this if you hear someone else's. So I'll share just a couple of the call to both brand values and beliefs. So number one is that the right time doesn't exist and ready isn't real. Number two, there are no rules for what your business and motherhood should look like.

And number three, it doesn't have to be either or it can be both. We support and value women in building their dreams in both business and life. So just like when anything comes across our computer screen, and we have to evaluate, do I need this? Will this help me? I think we also ask, Does this align with my values and my beliefs. So it's another fantastic way to magnetize the right people to your brand and start positioning you as an authority using your own business beliefs and values, it is so important to get outside of our own brands and businesses enough to review what we're doing enough to review our own efforts or enough to look at our copy and our messaging and assess whether or not it's working. And I think this is so much easier said than done. Because we're so close to everything we do in our own businesses. We think it makes sense, we wrote the copy, we put together the page. And it makes sense to us. It's clear as day in our own minds. And so it's really important to get outside eyes on your work and to get outside input into your business. And I think it's called a blind spot for a reason.

I mean, we don't know it's blind, we aren't seeing the full picture. So if you're feeling stuck and frustrated in your brand, and especially in your messaging, because you've kind of made the whole thing yourself and you're very, very close to it. But you're still struggling to build an authority in your business, then you need that outside perspective, I cannot tell you how many times I have sent over a website brand audit to a client or get off a coaching call. And they sent me a message saying My mind is blown. Like I literally this is totally new to me. I didn't know that that was on my site. I didn't know that that was how that was being read or that that link didn't work or like all sorts of different things. So hugely important, and definitely worth mentioning. Another way to hone in on your impactful brand message and to build brand authority is to review your client reviews and testimonials. These are often such an awesome place to dig in for your own clients words about what you do uniquely. Well, as a service provider, you might be a planner or photographer, a calligrapher and these are a fantastic place to look for to find

those unique aspects of working with you that you may not know is exceptional. You know, like sometimes our greatest strengths come naturally to us.

And other people are great way to highlight these areas of ourselves that we weren't seeing before and that we could bring out draw out and incorporate into a more impactful brand message. So all of the prompts that we talked about here today and more are actually included in a free guide called the brand authority blueprint. So you're going to be able to see all of the stuff that we were talking about last week, this week and moving into the future weeks of this series on becoming an in demand brand. So there's journal questions, helpful resources for you to decide what you want to be known and remembered for, and so much more. So don't forget to hit subscribe, you can grab that down below. And I want to challenge you to send this to one business friend so that you guys can do this series together and hold each other accountable. I'll see you guys next week. Thank you so much for listening to the show. If you enjoyed this episode, please help me get the word out about the call to both podcasts by taking a screenshot of this episode right now and sharing it on your social media. I would also appreciate it if you would subscribe and leave me a five star review. Thanks again and I'll see you in the next episode.