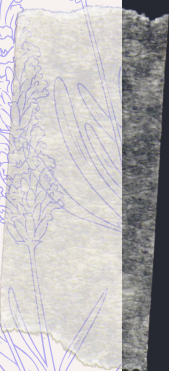
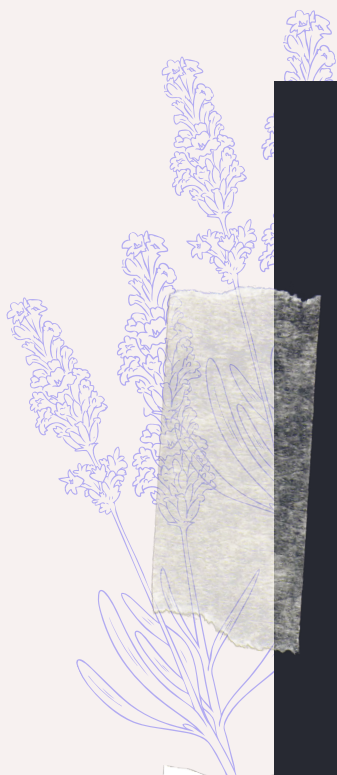


Sarah Monelle

2021



# 01

## Overview

Sarah Michelle is the owner and umbrella business entity over HoneyMAP, C-Sweet, and Successful(ish). She has an established personal brand in the identity and branding space, and has a reputation and notoriety behind her two businesses. While she herself is a business, she is above all a person and a brand.



# 02

## S.W.O.T. Analysis

### Strengths

- Brand Expertise
- Smart
- Professional Experience
- Life Experience
- Flexibility
- Communications

### Weaknesses

- Brand Awareness
- Audience Influence
- Scope of Experience
- Connections
- Finances
- Business Know-How

### Opportunities

- Introductions
- Narrative
- Disrupting an industry
- Writing
- Speaking
- Networking
- PR

### Threats

- Finances
- PR
- Competition
- Self-Sabotage
- Branding/Awareness

## 03

# Brand Values

**Sarah's core values are rooted in the mission of IDENTITY.  
These values are practiced in every communication and engagement.**

- Showing Up
- No Bullshit
- Wholeness
- Perspective
- Discernment
- Abundance
- Purpose
- And
- Space & Abundance
- Curiosity & Confidence
- Rest & Play
- Work Ethic & Action
- Internal & External Health
- Listening & Responding
- Empathetic & Unmoving
- Vulnerability & Boundaries
- Intention & Adaptation

## Implementation

Sarah is committed to living these values in every action and communication. She speaks in a way that inspires curiosity and conviction. Her consultation is holistic in approach and centered in doing the right thing the first time, but also being ok with letting go of perfection. She is committed to the balance of 'and', and truly allowing each person and brand to be who and what they are, nuanced and fluid.

Sarah's work is rooted in the gut intuition of herself and her clients, but guided heavily in research and listening to others' perspectives. Problems are addressed at the root, and not covered in temporary solutions.

Sarah lives to the fullest of her capabilities, and inspires others to do the same. She builds brands that want to be maximized to their fullest potential, and works with business owners who are committed to the daily process of moving forward.



## 04

# Brand Values Defined

**These core values reflect what is important to Sarah; and her clients and audience share the same sentiments.**

- Showing Up
  - Sarah believes that life is about living between successes, and not vacillating between success and failure. Whether a good or bad day, Sarah is committed to showing up every day for herself. She believes that success is about showing up consistently, and learning resilience and commitment to the goal. Life isn't meant to be achieved- it's meant to be lived. Sarah's clients show up every day to run their businesses, and they show up each day to enjoy their lives.
- No Bullshit
  - Truth can be subjective, and tricky to pinpoint. In the curious exploration for what holds true at any given time, there is no space for bullshit. Sarah is committed to recognizing and dismissing excuses, fears, procrastination, dishonesty, or any other bullshit that would prevent authentic identity or ultimate success. She is honest with clients and addresses the root of the problem. There is no tip-toeing, sugar coating, or sweeping under the carpet. Sarah's clients seek to share and grow their real brands, led by their true selves.
- Wholeness
  - While goals may be compartmentalized, success cannot be. Sarah is committed to keeping the full life in view when running after specific goals. Brand and business strategy looks at every piece of the puzzle. Brokenness is addressed, and gut intuition leads wholeness in Sarah, and her clients. There is a commitment to sharing whole truths, and all sides of success. Wholeness holds space for duality, and is led by balance.

## 05

# Brand Values Defined

## Continued

- Perspective
  - Sarah believes in having unique perspective, and listening to the unique perspectives of others. It is in combined perspectives that we have more wholly rounded truth. There is a commitment to honoring the perspectives of the client and the audience- all parties involved in any communication.
- Discernment
  - While there are guidelines and best practices, part of thinking autonomously is in exercising discernment. Though template structures are provided, no brand is the same. Discernment is exercised in selecting consultation clients and stages that align truly with Sarah's brand, and discernment is utilized in all business strategies to implement what makes sense, rather than what is commonly practiced.
- Abundance
  - There is room for everyone at the table. Collaboration wins over competition. There is no glass ceiling- Sarah believes in having an abundant life filled with purpose, wealth, relationships and experiences. She encourages clients to seek abundance in their own lives, and give generously to their audiences.
- Purpose
  - 'Why?' remains at the heart of every decision. There is intentionality behind every communication and decision. There is a reason Sarah exists, a reason why her audience exists, and there is purpose and intentionality behind each communication. Words and strategies are not offered carelessly, thoughtlessly, or generically.

## 06

# Brand Values Defined

## Continued

- And
  - In a binary world of either/or, Sarah is committed to both/and. What may seem like contradiction is actually healthy balance. When a conflict emerges in choice, Sarah and her clients evaluate why this conflict exists, and how to coordinate all passions- even if they are structured one at a time

## The Ands

- Curiosity & Confidence- curiously exploring and leaving room for different perspectives, while also living confidently in what is known to be true
- Rest & Play- incorporating a balance of time off and time enjoyed
- Work Ethic & Action- committed to doing a job correctly, but also not procrastinating with perfection
- Internal & External Health- balancing mental, emotional, physical, and spiritual health in personal life and creating brands with healthy internal culture and external success
- Listening & Responding- seeing to understand while also holding personal truth
- Empathetic & Unmoving- feeling others experiences, without changing or sacrificing personal experience
- Vulnerability & Boundaries- sharing raw and candid experience while also practicing personal boundaries and respect for others
- Intention & Adaptation- making intentional decisions and planning, while also holding space for curveballs and adapting to new directions

## 07

# Messaging Themes

**Messaging is rooted in a tone of hard truth with inspiring love. The audience is compelled to consider new perspectives, and reach a personal, educated opinion. There is no shame or attack, but there is accountability and reality. Messaging themes are based in identity for both business and the business owner**

- Personal Identity
- Brand Identity
- Business Strategy
- Leadership
- Healthy vs. Toxic Relationships and Behaviors
- Work, Rest, Play
- Listen Before Responding
- Health is Holistic
- Feel your Feels
- Live with Intention
- Relational and Business Dynamics
- How to Think
- See what is Unseen and Hear what is Unsaid
- Trust Your Gut
- Love Well
- Broken is Normal but Still Needs to be Fixed
- Celebrate Wins
- Celebrate Failure
- Go Do Something
- Live YOUR Life
- Weekending
- How to Grow a Business
- How to Love Life More
- How to Recognize and Fix what is Wrong
- Recognize Beauty
- Learn From Every Experience
- Think About how the Small Pieces Make the Big Picture
- Self-Sustained Intention // Learn, Be Inspired, DO, DO, DO
- Words Matter

## 08

# Content Themes

**Content will be packaged in long-form emails from HoneyMAP, Successful(ish), and C-Sweet. Social Channels will be LinkedIn, Facebook, and Instagram.**

## Facebook/Instagram

- Monday
  - MyJamMonday
- Tuesday
  - Word of the Week
- Wednesday
  - WednesdayWoohoos
- Thursday
  - ThursdayThoughts
- Friday
  - FridayFaves
- Saturday
  - Weekending
- Sunday
  - Weekending

Monthly SneakPeek

Monthly Recap

Client Wins/Case Studies

## Personal Branding Themes

- Coffee
- Books
- Practices/Structure
- Personal Growth
- Professional Growth
- Nature
  - Adventure
  - Breathe
- Dogs
- Yoga/Meditation
- Accidental C-Suite

## LinkedIn

- Monday
  - (ish)
- Tuesday
  - HoneyMAP
- Thursday
  - C-Sweet
- Sunday
  - Engagement



09

## Mission & Vision

“My mission is to sweeten the world by ending identity crisis.

I envision a world where people are comfortable in the entirety of who they are and live honestly in every facet of life; they thrive in being who they are, and in seeing others enjoy the same.

”

Hi, I'm Sarah Michelle. I am a brand identity strategist and personal identity evangelist. I help business owners articulate their core values into their brand, business, and marketing strategies, and I speak nationally on things like branding, identity, and redefining success. Basically I help people find the words to tell people who they are and why it matters, and then create really fun ways to tell them through internal business organization and external communication channels like marketing, advertising, and content. I consult with business owners and C-Suite Executives, and I lead small business workshops nationally.



## 10

# Brand Personality

In words:

Ambitious, Determined, Driven, Resilient, Stubborn, Open-Minded, Compassionate, Thoughtful, Sweet, Caring, Sarcastic, Sassy, Funny, Honest, Authentic, Transparent, Candid, Real, Raw, Thorough, Playful, Adventurous, Introspective, Perceptive, Vulnerable, Brave, Adventurous, Confident, Soft-Spoken but Direct, Creative, Innovative, Resourceful, Dreamer, Globally Minded, Illuminating, Articulate, Devil's Advocate, Can See Multiple Perspectives, Balanced, Down to Earth, Expressive, Nurturing, Challenging, Encouraging, Passionate, Inclusive, Inviting, Visionary, Questionable Taste in Television, Wanderer, Directionally Challenged, Crunchy with a Side of French Fries, Feeling, Thinking, Calculated Risk Taker, Smart, Understanding, Not a Morning Person, Intentional, Grounded, Thoughtful, Persistent, Idealistic, Cynical, Hopeful, Forward Thinking, Backward Glancing, Present Living, Surprising, Curious, Quick-Witted, Content, Deep, Kind, Good with Chaos, Calm, Inspirational, Secure, Prolific, Intuitive, Empathetic, Socialized Introvert, Questioning, Opinionated, Invitational, Surprisingly Funny, Walking Contradiction

# 11

## Brand Personality

In photos: Professional + Personality  
Themes: coffee, rest, nature, working,  
hard but contented, adventure, curiosity,  
playful, intelligent, down to earth, casual  
and confident





## 12

## Brand Story

*'Sarah Michelle' became a business after HoneyMAP became productized. Her brand story is a culmination of her personal story and professional resume.*

Sarah grew up as a wandering wallflower. She learned from an early age how to understand different cultures, and fit seamlessly into any clique. While she could play any role, none felt like they fully fit. She carried a nagging knowledge that there was no box that was fully hers. Like the little bird from the Dr. Seuss story 'Are You My Mother?', Sarah continued to search for her place. Growing up with strict religious guidelines and critical framework, she built her worldview around finding truth and loving well.

In college, she became interested in advertising and public relations. This ignited her interest in creating creative strategies and campaigns. In parallel, she began to further identify identity crisis in the mixed messaging she often saw within branded religious cultures. The challenge of running after a 'mission' that wasn't actually being echoed, created an intense depression and frustration in identity crisis.

In 2010, Sarah took her first professional role at a small advertising agency. This role allowed her to experience all ends of advertising, and once again she saw the disconnects between what a client wanted and how they were choosing to go about their goal. Sarah pursued a peer counseling certification during this season and began to connect the importance of knowing how to handle toxic relationships with softened language and structured dialogue. She began to understand how personal behavior directly and dramatically impacted business success.

During this season, Sarah also met and married her greatest identity crisis- a man who verbally expressed everything she desired, but whose decisions were in contradiction. As years progressed, Sarah set aside her individuality and stifled her inner wisdom, to accommodate a 'successful relationship.' After an international move fell through, Sarah took a role as a Social Media Marketing Specialist at a global finance company. She loved her role and the team, but was again discontented with the lack of efficiency, and the wasted dollars she saw each day. There were fundamental problems that no one in the company was addressing, while millions of dollars continued to be spent in sales and marketing. Sarah left this role in 2014 to become a mom, which led her to create HoneyMAP.

## 13

# Brand Story

## Continued

Sarah created HoneyMAP as a hobby- a fun way to make some extra income and think creatively while she embraced the role of wife and stay-at-home mom. She successfully implemented all of the pieces a business should have- a name, logo, brand, and marketing strategy. A year into the business, she scaled down to one small client, ready to finalize an adoption. Her husband realized abruptly and unexpectedly that he was not ready to be a father or husband, and emotionally ended the relationship.

This relationship ultimately compounded a life of toxic and abusive culture in a way that was palpable enough to inspire real change. Sarah began to feel anger that a life of 'playing by the rules' was still panning out in failure. She immersed herself in research and became an expert in toxic behavior and start-up mistakes. Being forced to shift from hobby to business on a tight timeline pushed Sarah to think very strategically and efficiently about how to use her resources to grow a business that could provide for her. As she refined her client process for creating business branding, she noted the parallels in discovering personal identity.

Sarah experienced first-hand the challenges of growing a business from nothing, and wrestling through the personal psychology of doubt, fear, and resistance. She found herself safely camped in a failure mindset, before realizing that success truly is not made overnight. Working through her personal identity and mindset became the foundation for growing HoneyMAP into a business that allowed her to live and thrive. This 'aha' also led to the creation of the Successful(ish) podcast and lifestyle brand.

Bouncing between personal identity coaching and business brand strategy, Sarah learned that the two are connected and impossible to separate. HoneyMAP became a roadmap product, and client communications broke into the C-Sweet membership platform for the people behind the brands, and consultation services under Sarah Michelle directly. Successful(ish) shifted from being a business-success podcast to a life-success podcast.

With the professional experience in agency, internal, and entrepreneurial business, and the personal experience of navigating identity crisis and human psychology, Sarah is positioned as an expert in the space of brand identity, personal identity, and all of the spaces in-between.

## 14

# Brand Positioning

Brand Strategist. Identity Evangelist.  
Soul-Spelunking Articulator.

Having professional experience in external advertising agency culture, internal marketing culture, and entrepreneurial/small business culture, with personal experience in care counseling and identity crisis, Sarah is uniquely positioned to think about communication from every angle.

Sarah is the expert who finds the single thread that weaves from who business leaders are as individuals, to what core values drive their business, into internal business structure and external marketing communications, to the end-user perception and experience.

While there are many experts in this space of branding, business leadership, organizational structure, marketing, advertising, revenue models, leadership development, segment marketing, PR communications, etc... Sarah is the one who sees how the pieces connect together, and can provide expertise on how to articulate the soul of a business, rather than exert hours, dollars, and energy having to individually structure each necessary piece.

She is an identity source expert that gets to the root of success so that implementation isn't harder than it needs to be. And can even be enjoyed. Work is different than wasted effort- in all the different obstacles that prevent success, you shouldn't be one of them.

Sarah is positioned as the CEO and visionary behind HoneyMAP, C-Sweet, and Successful(ish). Her diverse professional background and profound personal experience make her a sought after thought-leader in the identity space.

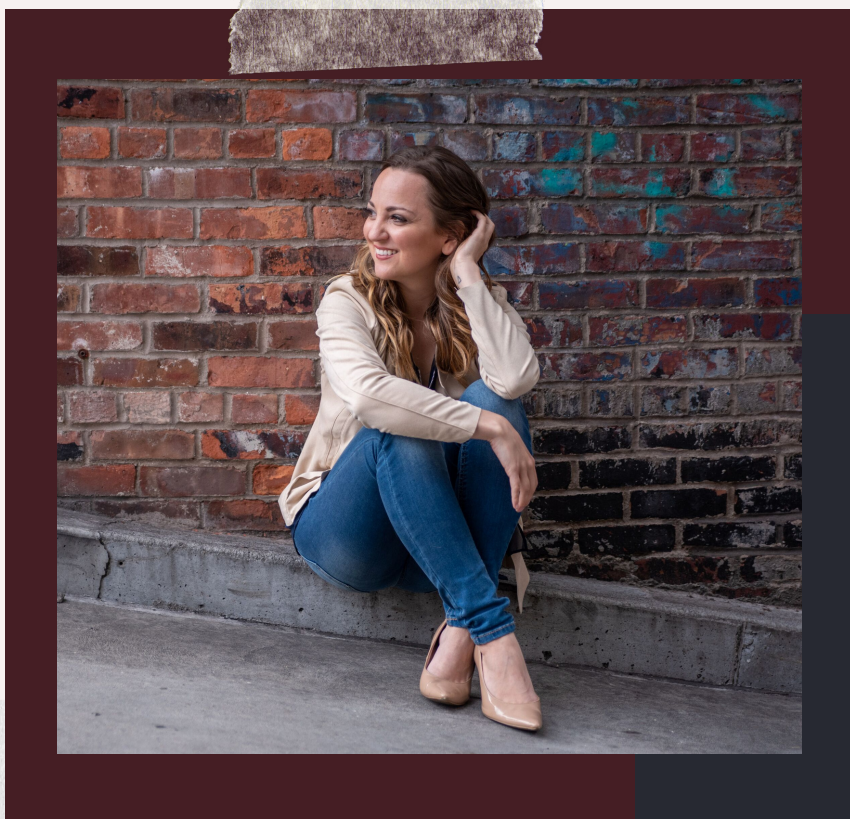
15

# Visual Identity



INSPIRATION & STYLING ELEMENTS

Unapologetically emphatic about "both/and" over "either/or." A walking contradiction that seamlessly flows.



nk, close by, or  
way.  
ey Lon  
ed car par  
with map,  
ome of the  
hen asce  
you meet  
ead, half  
, to (in  
otpath an  
oint; do no

Mixed Media  
Old with New  
Grit with Grace  
Personality  
Unposed Photography  
Thoughtful Content





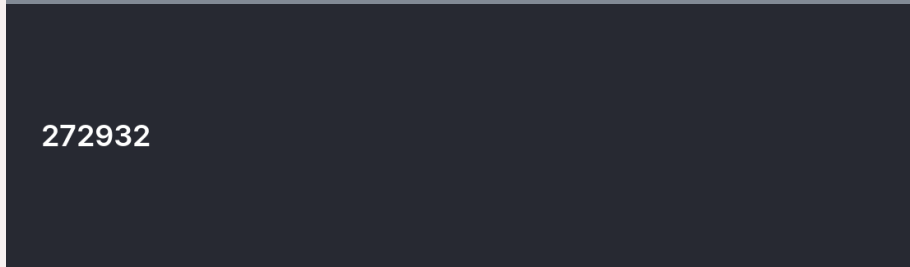
# 16

## Primary Colors

**SPEAKING TO GRIT AND DETERMINATION. SARAH HAS BEEN AROUND AND ISN'T GOING ANYWHERE. SHE IS GROUNDED. SUBTLE, BUT SOLID.**



F7F1F0



# 17

## Accent Colors

**SPEAKING TO THE HOPE, RESILIENCE, SASS AND SPUNK THAT CONTINUES TO SHOW UP IN UNEXPECTED PLACES. THERE IS CONSISTENT NEW LIFE SPLATTERING ACROSS THE OLD.**

**D8D8D8**

**FC7A57**

**B2ABF2**

**F25757**

**A6F4DC**

# 18



## Fonts

**Yanonne Kaffeesatz**

**Regular: Headings**

**Bentham: Subheads**

*Atma Light: Quotes, Script*

## 19

# Competitive Analysis

**Because of Sarah's paralleled experience and positioning, there really is not a direct competitor. Her personal brand positions her uniquely to stand alone in the market.**

The audience may perceive competition as:

- Brand Strategists
- Business Consultants
- Marketing Specialists
- Revenue Strategists
- Business Coaches
- Business Thought Leaders

Sarah's unique positioning is that she can oversee all the pieces without offering generic expertise. Because she has worked on both ends of agency and internal marketing, and knows personally the challenges of entrepreneurship and small business ownership, Sarah is the starting point to consult on which of the above 'competition' you should or should not be talking to.

Sarah is competitive with multi-millionaire industry leaders. She is an authority in the brand identity space, and provides immense value to the customer who perceives it as such. Some like-minded expert comparatives may be:

- Daniel Pink
- Gordon Ramsay
- Rachel Hollis
- Marie Forleo
- Brendan Burchard
- Amanda Brinkman
- Marcus Lemonis
- Mark Cuban
- Donald Miller

## 20

# Business Model

## Consulting

Sarah consults with C-Suite executives on their comprehensive strategies. She uses the HoneyMAP as the framework for all clientele, and is positioned to take a select amount of clients each year. Consultation will primarily focus on big-picture strategy, but may be funneled through the lens of content messaging, organizational structure, marketing strategy, or business leadership. The target goal for consulting is 1 client/quarter.

## Writing

Sarah is writing two books, working titles:  
"Successful(ish): How to Live Comfortably Uncomfortably Between Successes"  
"Just Sarah Michelle: What Being a Brand Expert Taught Me About Identity Crisis"

The goal of 'Successful(ish)' is to introduce and inspire the podcast and lifestyle brand. This will feature Sarah's personal story as well as detailed guidance in each of the successful(ish) categories, tips for talking back to imposter syndrome, and mind-framing resources on redefining success, celebrating failure, and finding balance as we live maxed out.

The goal of 'Just Sarah Michelle' is to position Sarah as a household name, and drive the importance of personal identity. This book will be more of a memoir, but also a tangible resource for realizing and addressing identity crisis.

The target goal for writing is 1 book in 2021, and 2 by 2022. Feature articles posted monthly in 2021, and a personal column by 2022.

## Speaking

Sarah speaks nationally to inspire, educate, and funnel business. The target goal for speaking is 1 event/quarter in 2021, and 1 event/month moving forward. Her topics of focus are:

- Identity
- Branding/Business Strategy
- Success

## Coaching

TBD- Personal Identity Coaching

## 22

# Marketing Mix

**Strategy: Less is more. By focusing on PR and conversation sharing, Sarah is positioned as a successful industry expert who doesn't need marketing. The focus is almost exclusively on brand awareness, and message-sharing.**

- Website
  - SEO optimize website to be found as a thought leader in identity and branding. Work with an SEO Specialist to determine appropriate keywords to be found with Successful(ish), HoneyMAP, and C-Sweet; as well as brand strategy, organizational development, business leadership, C-Suite leadership, CEO Mindset, Redefine Success, marketing strategy, business strategy, business consultant; as well as with target publications and thought leaders. SEO Specialist will advise on how to refine these searches for optimal results.
  - Create Swag store with branded merchandise. Use phrases like 'Identity Evangelist', 'Soul-Spelunker', 'You Better Articulate', 'World Sweetner', 'I am the C-Suite', etc. In addition to branded products, link to HoneyMAP to sell digital workbooks, DIY HoneyMAPs, digital courses, templates, and other helpful tools. Link to Successful(ish) to sell (ish) swag.
  - Add a Media Reel to highlight speaking. Work with professional videographer to capture speaking footage.
- PR
  - Media Pitching should become a pivotal component to marketing. Pitch at least once monthly, and work on building relationships to establish a personal column. Research online platforms that share a similar audience. Look local and national, and consider outsourcing to a VA who can package emails with the appropriate guidelines to the appropriate sources.
  - Speaking should gradually take the bulk of time. Begin with targeting 1 stage/quarter, and then shoot for 1 stage/month. Consider outsourcing to a PR specialist who can find appropriate opportunities. Look for paid or partner opportunities.
  - Podcasting is a great way to build brand awareness and name recognition, as well as to highlight Successful(ish). Consider outsourcing to a VA or PR specialist who can pitch appropriate shows. Shoot for one podcast/month. Capitalize on relationships with (ish) guests to pick up consultation clients or speaking stages.
  - Press Interviews can be a great way to generate hype and awareness. Research local opportunities, and submit press releases on community involvement, workshops, and philanthropy.
  - Consolidate the story of Sarah/(ish)/HoneyMAP/C-Sweet, into a documentary that inspires the message of defining and owning your brand. Could be branded with 'Just Sarah Michelle', or 'Identity Evangelist', or 'Soul Spelunker.'



## 23

# Marketing Mix Continued

- Content
  - Books- There are multiple book opportunities including 'Successful(ish)', 'Just Sarah Michelle', "'It's Hot Down Here" And Other Thoughts From Under the Bus', 'I Love Him Not', 'C-Sweet', 'HoneyMAP', or many other possible varieties. This should be a target goal to take over a bulk of time spent in business.
  - Video- Record videos that expand on HoneyMAP, C-Sweet, and (ish) content, so that people get used to seeing your face and hearing your voice. Consider digital video ads as promotional posts to build brand awareness.
  - Email- send monthly email that recaps HoneyMAP, C-Sweet, (ish), a note from Sarah, and some social components (pick favorites from the month of social posts; explore whether this can automatically update) Add freebie to website to grow emails. Emails should be conversational, and consolidated recaps.
  - Social
    - LinkedIn should be the primary content focus for consultation and speaking clients
    - Instagram should be the secondary focus for brand awareness
    - Facebook should be the third focus to push business towards HoneyMAP, C-Sweet, and (ish)
- CRM
  - Create a CRM system and develop personal relationships with clients. Send a welcome package (C-Sweet welcome, add HoneyMAP as applicable), note business anniversaries to check in quarterly (email) and annually (mail). Send Valentine's and Thanksgiving cards each year.
- Giving Back
  - Volunteer time in a small business org. Create a C-Sweet grant to be given by Sarah Michelle.

## 24

# Sales Strategy

**The primary objective for Sarah Michelle sales is to consult with the below-mentioned target clients- 1/quarter. This may need to begin with 1/month. In 2021, pricing will remain standard at \$3600, \$5600, and \$8400. This will change to an \$8400 base as the audience evolves into more established businesses, and HoneyMAP rolls out templates. Any prospecting call that seems like a viable candidate in all metrics apart from budget, will be directed to HoneyMAP templates and C-Sweet membership. In line with positioning, the strategy is to sell personalized services with Sarah as an elite service, whereas her knowledge and expertise are more accessible to everyone via HoneyMAP and C-Sweet. This will need to be a tiered effort as client sales currently sustain the majority of the revenue.**

## Value Prop & Differentiators

End identity crisis- Sarah's professional experience in both agency and internal marketing, paired with entrepreneurship and personal life experience, position her as a unique expert in understanding identity crisis, and available communication options. Sarah speaks to brand, business, and marketing through a lens of identity, and works with the business leader as a part of the business itself.

## Objections

- "It's too expensive"
- "I just want the marketing"
- "You don't have enough proof of concept"
- "I already have a brand agency/business coach"
- "I don't want a HoneyMAP, I just want social media/web content/etc"

- It's too expensive to not have a strategy in place.
- What are you marketing? You can't tell people who you are if you don't know.
- Let's talk about what you're working on and I'll see if I can help, or refer you to someone who can. What are your other options?
- Having a HoneyMAP will optimize your time and value with your agency/coach
- How can we know what to say and how to effectively communicate with your audience if we don't know who you are and who they are?

## 25

# Audience- Consultation

**The audience relevant to the services and expertise Sarah provides is vast and diverse. It is refined primarily through psychographics. The present audience is primarily segmented demographically as business owners/leaders, though personal branding and Successful(ish) pull in others with similar beliefs.**

**There is a split in audience between those who enjoy Sarah's content and follow distantly, and those who seek personal consultation. The 2021 goal is to shift focus from the current audience to the primary and secondary goal audiences. All content and services will be filtered psychographically, while the demographic split will be a slower evolution.**

## Demographics

Current: Age 40-55, female, solopreneur, US based, netting 10-40k in annual revenue, primarily service-based industries, or personal brand under a corporation

Primary: Age 32-60, business owner or C-Suite leadership, US based, netting 100k+ (2021), 1mil+ (2022) in annual revenue, primarily service based industries

Secondary: Age 24-60, personal brand professionals (Realty, Insurance, Finance, etc), Business Culture Professionals, UK/AU, netting above 100k in annual revenue (2021), 1mil (2022)

## Psychographics

The audience that seeks personal consultation from Sarah is one that is serious about business and does not believe in wasting time. They recognize the importance of mindset and do not need to be convinced of personal or professional growth needs. They see the value in branding, and while they may seek some clarifying education, they do not need to be convinced that brand matters. They care deeply about their mission and their company culture, and they are connected to their business as leaders. They believe in having a healthy infrastructure, and doing more work upfront to avoid work and expense moving forward. They thrive in accountability and personal challenge. They seek out growth opportunities like conferences and seminars, they listen to podcasts and read online magazines such as Forbes, Inc, Success, and Foundr. They spend more time on LinkedIn than other social channels, and they surround themselves with successful friends. While they may frequent a networking happy hour, they are likely not found in any official networking group or clique. They are averse to group-think and value curiosity, adventure, and diverse communications. They are good listeners, and naturally empathetic to their audience and employees. They have an abundance mindset and they celebrate success and failure in themselves and their social circles. They seek to understand before fighting to be understood. They may not naturally see the world through a lens of creativity and eccentric thinking, but they value the beauty in positioning the box wherever it makes sense. They are generous, kind, and committed to sweetening the world. They balance a personal commitment and passion to bettering the world and serving others, with the business savvy of growing revenue. They understand that the healthier and more successful they are, the more they have to share with others.

They believe in asking questions, getting inspired, and doing research, with the follow-through of intentional implementation. They may be reluctant to do their own marketing/branding, but they want to collaborate in the process. They are deeply connected to their soul 'why', and their reputation.

## 26

# Audience- Speaking

**The audience who is listening to Sarah speak will follow similar demographics and psychographics as consultation clients. The audience that will be hiring Sarah to speak, share similar qualities as well, and are the gatekeepers for the aforementioned audience.**

## Demographics

2021- Small business and marketing conferences and in-house seminars, business groups/organizations, local chambers, 50-500 in audience, speaking fee of \$50-500, New England or virtual

2022- Small business and marketing conferences, corporations, 500-5000 in audience, speaking fee of \$2-5000, East Coast or virtual

## Psychographics

This audience wants to offer value to their audience. They recognize value in guest speakers, and strive to accommodate in monetary or promotional reciprocity. They are likely overseeing an educational center to help small businesses succeed, and they are looking for new and helpful perspectives to share with their community.

There are likely several speakers at these events. They value conversational education as well as thought leadership. There may be panels or follow-up opportunities. The organization seeks to help speakers grow in any way they can, and freely accommodate in monetary or promotional compensation, as well as written reviews and referrals.

## 27

# Audience Feeling & Experience

“

*You change the world  
by being yourself.*

YOKO ONO

Sarah is committed to the success and well-being of her audience. The primary goal in her business is to serve her customers- to sweeten the world through providing tools and perspectives to change the landscape of branding and identity. At the root of every speech, article, and service, is the tangible example of living confidently in divine identity, and allowing others to do the same. By educating her audience on the many dynamics and nuances that play into identity and branding, and helping her audience articulate their soul-mission, and why they exist, more people will develop the skills they need to embrace permission to live unapologetically as themselves, while appreciating the beauty and freedom of others who can do the same.

Each consultation client feels respected, and successful in their work. There is no feeling of hierarchy or preferential treatment, no one is dismissed. This is a safe space to let crazy ideas fly from all directions, and to focus on strategic implementation. Clients feel supported, but also empowered as owners of their brand and strategy. They feel understood, and excited to share their business.

The audience who is listening or reading Sarah's words feels curious and inspired. They begin to ask themselves new questions, and consider new perspectives. They are convicted to implement but also encouraged to receive grace. They feel as though they can exhale. They can laugh and curse and be completely human, without feeling that they sacrifice any professionalism.

“PEOPLE WILL FORGET  
WHAT YOU SAID, PEOPLE  
WILL FORGET WHAT YOU  
DID, BUT PEOPLE WILL  
NEVER FORGET HOW YOU  
MADE THEM FEEL”

~ Maya Angelou

## Client Experience

Clients learn about Sarah through hearing/seeing her on a stage, podcast, article, or social post. Perhaps they have been reading her emails and following her for a while. They schedule a consultation call and fill out a short questionnaire that asks their name, role, and business, to describe what they do as if to a kindergartner, projected revenue for the year, what phase of business they are in, and their immediate goal. In the consultation call, they are advised on a strategy and sent a follow-up proposal to accept or reject. Once they become a client, they receive a welcome gift and begin with a HoneyMAP, and then whichever marketing/branding services are hired. At the end of services, they are sent a next steps proposal, and a link to an exit survey which asks them to briefly share their experience, suggests how they will be followed up with to ensure success, and offers a link to leave a review. They are added to the CRM and followed up with consistently.

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# Audience PainPoints

**Due to the nature of branding and business buzzwords, consultation clients may not know what their exact painpoint is- only that one exists. Long-form messaging, and clear, concise messaging, are essential to reaching the target audience.**

## PainPoints- Consultation

- My marketing agency/coach/strategist isn't listening to me
- I know I need marketing but I don't know where to start
- I need a roadmap
- There are so many key players, I'm overwhelmed. I need someone to tell me who I actually need to talk to
- I don't know if my marketing is working/returning my investment
- We need outside perspective
- We need a brand audit
- We want to know how our employees and/or audience feel about us, what our blindspots are, and how we can improve to offer more value
- We don't know what our brand is
- Our leadership team needs training to get on the same page
- I want to make sure my marketing is consistent
- I need someone to write content that resonates with my audience
- I can't figure out how to connect all the pieces of my business
- I know what I'm doing in my head, but I can't articulate
- I need a strategy with education and referrals as needed
- I want personal attention and guidance in my business

## PainPoints-Speaking/Writing

- I don't understand brand strategy
- I can't shift from hobby to business
- I don't understand my role in my brand
- I need to develop a healthier mindset
- I need to learn how to be a C-Suite
- I want to learn from other business owners who can inspire and teach me



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## Audience Avatars



### The Personal Brand

The personal brand is a thought leader in their industry. They have likely written a book (or several), speak on stages, and appear regularly in media. They are looking to develop a personal brand and PR strategy, while also creating boundaries that separate their personal life from their public access. They do not own a business, but live as if they are one.



### The C-Suite StartUp

The C-Suite Startup is a small to mid-size business that is either just starting out, or looking to scale. It is run by a small team of individuals. They may be just starting out, and looking to create a brand and strategy for launch. They may be a successful business looking to audit and adjust where needed. There is a very entrepreneurial feel, and this team is looking for a cohesive brand in company culture and in their big-picture marketing strategy.



### The Combo

The combo is a thought leader in their industry who also runs a company. They may be balancing multiple brands and businesses, and they need to structure brand and marketing strategy for themselves, and their company. They likely oversee a business as a CEO, and also author books and speak on stages, or handle media requests.

## Stages

