

The One Page Brand – By True Entrepreneur Course Exercises

Segment 1 – Ideal Client

So your task is to state your anchor term and name and claim your people. Try and make it specific and resonant.

Complete this sentence I/we {work with/help/support}.....

Segment 2 - Insight

Complete this statement:

my ideal client are totally over This {symptom/pain/problems/struggle} and are urgently wanting {desired state/tangible change}

Profiling:

Could include demographics, personality type, experience or stage of business, investment capability, perhaps learning styles, goals and aspirations and ways of working.

Increasingly beliefs and values are also being used as a way of targeting particularly for communities.

Consider on the differentiators that you feel have a bearing on purchase decisions for your products.

Segment 3 - Descriptors:

So how to find your descriptors:

1. What do you do really well?
2. What are your strengths compared to competitors?
3. How would your best client describe the quality of the experience that you provide?
4. What is your level of premiumness - where are you placed on the price/quality continuum? Value for money or bespoke?

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5. What service attributes set you apart, do you make promises around speed, accessibility, customisation for example.
6. What is your market reputation?

Segment 4 - Benefits:

Buy/Do this ... **so that** you can

- get/have/be {this}
- do/accomplish {this task}
- achieve {this outcome / result}
- beat/end {this condition}

then start your ladder by asking “how does this feel?”.

- To feel {this*} a heightened state

Segment 7 - Value Proposition

Value proposition elements - create a “pick ‘n mix”.

1. Who it is for {from segment 1 your ideal client label}
2. The category you operate in or your function or topic {wellness / parenting / internet marketing / business coaching} could also be the keywords which anchor your offer – in my case, team building.
3. Starting point ... the resonant problem/challenge that you can credibly solve {from segment 2 insight exercise}
4. Destination ... what the ideal client will have, will be able to do or will feel as a result of your services {from segment 4 benefits} – you could well have a functional benefit **and a** heightened state to work with.
5. Why you care – your passion / inspiration {from segment 6 mission}

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6. Why you're the best choice {look to your descriptors}
7. your elevated word - an emotional or powerful word that lifts the statement; breakthrough, freedom, exhilaration, mastery are just a few well-known examples - you can do better.

Segment 8 - Stories

So what business stories could you have in your pocket;

- your hero's journey (its too big of a topic to cover here, but I have linked to a presentation which includes the stages of the hero's journey below)
- your big why (segment six)
- your accidental success
- your near death experiences
- your start-up story
- your "how I did it" lessons
- your "who helped you most" story
- your life then and now story.

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