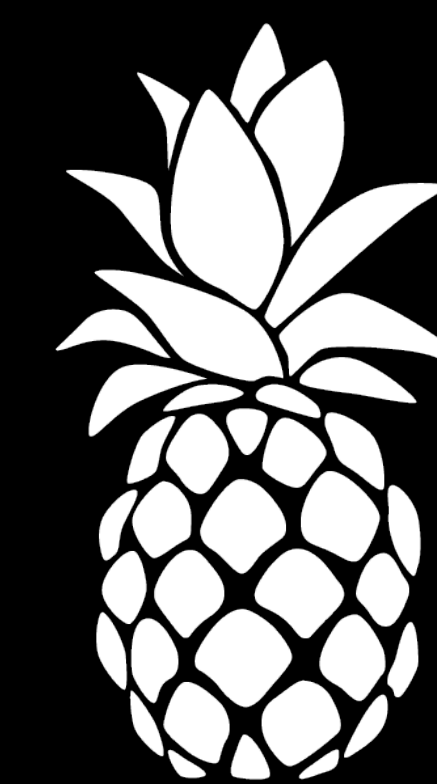


**WEEK TWO:**

# *Define Your Message*



A clearly defined brand message doesn't just give you talking points for when you introduce yourself or your business (although it does do that, too). A strong brand message allows you to attract your ideal team, clients, and revenue. It can and should inform your website, your content, your professional bio, your elevator pitch, and more. To put it simply, when crafted and utilized effectively, it's a key driver of your business. The 3-step framework below will allow you to build yours. If you need a little inspiration, you can find an example on the next page.

STEP ONE: Identify your biggest belief about your industry.

STEP TWO: Identify go-to keywords about your work and industry. (Think: what are people searching for.)

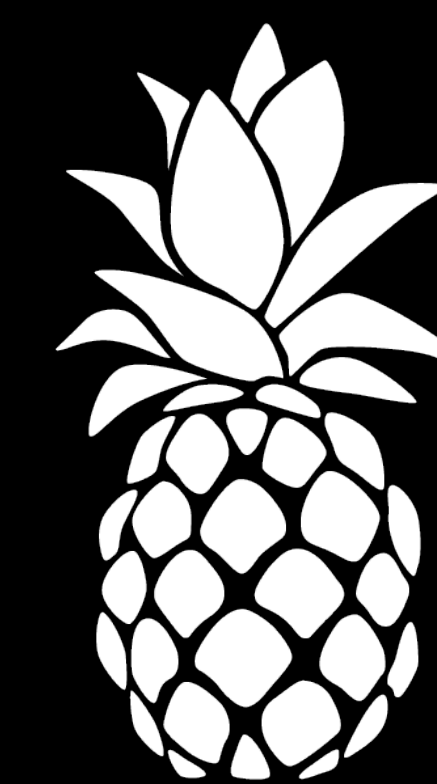
STEP THREE: Identify who your message is for.

Combine the above insights into your personal brand message:

**SIMPLYBE.**

WEEK TWO:

# Define Your Message



## Example Persona: The Determined VC

STEP ONE: Identify your biggest belief about your industry.

*Early-stage companies have a hard time finding investors in alignment with their values.*

STEP TWO: Identify go-to keywords about your work and industry. (Think: what are people searching for?)

- future
- information
- connection
- innovation
- startups
- venture capital
- investments
- CEOs
- founder
- investors
- consulting
- growth

STEP THREE: Identify WHO your message is for.

*Startups, entrepreneurs, VCs, founders, the media*

Combine the above insights into your personal brand message:

*“Connecting Great Minds”*