



Brand and Message **Workbook**

Five tabs. Fill them in pen. Write Need input where you do not know; then go find out.

TAB 1 Your Customer Avatar • Six Things You Must Know

Who they are. *Age, life stage, work, where they live.*

What they need. *The problem in their words, not yours.*

What they fear. *What makes them hesitate to spend.*

Where they look. *Google, Facebook, church, word of mouth, a referral from a professional.*

What they have tried. *What already failed them.*

What "solved" looks like. *How they describe the win.*

REMEMBER: "Everybody" is not a customer. Narrow does not mean small; it means findable. A referral requires that someone can picture the person.

TAB 2 Your Positioning Sentence

I help _____ (WHO)
get _____ (WHAT RESULT)
without _____ (THE THING THEY DREAD),
because _____ (WHY ME).

What makes you different? *Specific, provable, often small. "The shop that texts the price before touching the car." Not "quality service"; every business claims that. It is usually something you already do and have never said out loud.*

Three rewrites *(one plainer, one warmer, one shorter; use the follow-up prompt):*

TEST: If any business in America could say your sentence, it is not done. This sentence goes on your website, your Google profile, your business card, and out of your mouth when someone asks what you do.

TAB 3 Your Two Channels

Check the TWO you will master this season. A half-used presence on six platforms reads as abandoned.

Channel		Best for
☐	Google Business Profile	Local customers searching right now
☐	Word of mouth and referrals	High-trust services
☐	Facebook or Instagram	Community, visual proof, top of mind
☐	Email list	Repeat customers and announcements
☐	Simple one-page website	Credibility and the booking link
☐	Paid ads	Only after the message already works

Why these two reach YOUR avatar (look at Tab 1, "where they look"):

TAB 4 Week 1 Content Calendar

Pillars: **Teach** · **Prove** · **Human** · **Serve** · **Ask** (four give, one asks). Plan the week, then circle the ONE you will definitely publish.

Day	Channel	Pillar	What to post	Call to action
Mon				
Tue				
Wed				
Thu				
Fri				
Sat				
Sun				

TAB 5 Track Five Numbers · That Is All

Number	This month	Next month	Month 3
1. Where each new customer came from (top source)			
2. Inquiries received			
3. Inquiries that became paying customers			
4. Total Google reviews (did it go up?)			
5. Which post or action produced a real phone call			

You do not need analytics software. You need a notebook and the discipline to ask "how did you hear about us?" every single time. Marketing that does not show up in the numbers is a hobby. This connects to your Session 3 dashboard.