

*J. NICHOLE
SMITH*

Today's Mission:

YOUR BRAND STATEMENT

J. NICHOLE
SMITH

Your magic formula for selling
with more feeling!



On a sheet of paper; Write letters a-h

- **A**
- **B**
- **C**
- **D**
- **E**
- **F**
- **G**
- **H**

J. NICHOLE
SMITH

a) My ideal customers is:

BE AS SPECIFIC AS YOU CAN

J. NICHOLE
SMITH

a) My ideal customers is: **BUSY FAMILIES WITH DOGS**

J. NICHOLE
SMITH

b) By offering / selling / providing



b) By offering / selling / providing

DOG TRAINING CLASSES AND CONSULTATIONS

J. NICHOLE
SMITH

c) I help this person or pet achieve



c) I help this person or pet achieve

IS TO HELP THEM GO FROM DEALING WITH DAYS FILLED WITH ANNOYING ISSUES LIKE BARKING, LEASH PULLING, JUMPING, SEPARATION ANXIETY ETC. TO DAYS WITHOUT HAVING TO DEAL WITH THESE ISSUES.

J. NICHOLE
SMITH

d) The methods I use make the process of
achieving this result feel:

J. NICHOLE
SMITH

d) The methods I use make the process of
achieving this result feel:

SIMPLE, EASY, POSITIVE, FUN

J. NICHOLE
SMITH

e) Once they've successfully used my
product/ service they feel:

LIST AS MANY FEELINGS AS YOU CAN



e) Once they've successfully used my product/ service they feel:

PROUD (less embarrassed) **RELIEVED** (less stressed / worried) **MORE PLAYFUL,**
MORE HAPPY, MORE EXCITED TO SPEND TOGETHER FUN TIME (less time
sucked up with stressful not-knowing / problem-solving)

J. NICHOLE
SMITH

f) This work / product matters to them
because:

J. NICHOLE
SMITH

f) This work / product matters to them because:

THEY HAVE A VISION OF THE HAPPY, HEALTHY, STRESS-FREE LIFE THEY WANT TO CREATE FOR THEIR FAMILY – INCLUDING THE DOG, AND THEY NOW HAVE THE TOOLS THEY NEED TO REALIZE THAT VISION!



What We've Just Outlined

- 1. WHO YOU WORK WITH** (your client)
- 2. WHAT YOU SELL** (your product / services)
- 3. THE TRANSFORMATION YOU HELP YOUR CUSTOMER OR CLIENT ACHIEVE**

(what you client thinks they're buying)



4. HOW YOUR WAY IS BETTER / DIFFERENT / EASIER

(your unique methods / process / approach / philosophy – overcoming objections about them actually being able to ACHIEVE the result)

5. THE FEELINGS ASSOCIATED WITH THAT TRANSFORMATION

(what your client is ACTUALLY buying)

6. WHY THAT TRANSFORMATION MATTERS TO THEM

(WHY they're willing to invest time/money in it)

J. NICHOLE
SMITH

NOW LET'S LOOK

at why this matters to you

J. NICHOLE
SMITH

g) This transformation matters to ME
because:

J. NICHOLE
SMITH

g) This transformation matters to ME because:

**MAYBE YOU CARE BECAUSE YOU WANT TO KEEP DOGS
OUT OF SHELTERS**

J. NICHOLE
SMITH

NOW LET'S LOOK AT WHY

What you care about, matters to the world

J. NICHOLE
SMITH

h) This transformation matters to the world because:

J. NICHOLE
SMITH

h) This transformation matters to the world because:

**A KINDER, SAFER, HAPPIER WORLD STARTS WITH
HAPPIER, HEALTHIER PEOPLE & ANIMALS**



Ok! Let's put it together...

I BELIEVE (h: why what you do matters to the world) **AND SO I HELP**
(a: your who) **TO** (c: before and after transformation + e: before and
after feelings) **THROUGH** (d: descriptive words about why your
methods are easier/better) (b: products + services)



J. NICHOLE
SMITH

Ok! Let's put it together...

I believe a kinder, safer, happier world starts with happier, healthier people & animals, so I help busy families with dogs to go from stressed-out dealing with annoying behavior issues, to relaxed and happy: spending more time resting and playing through simple, easy, positive dog training classes and consultations.



*J. NICHOLE
SMITH*

Now We Shorten!

TIME TO COMBINE REPEATING IDEAS & CUT EXTRA WORDS



I believe a better world starts at home, so I help busy families with dogs transform from annoyed and stressed-out to relaxed and happy, through simple, easy, positive dog training classes and consultations.



J.NICHOLE
SMITH

Now We Shorten to the extreme!

PERFECT FOR AN INSTAGRAM BIO (150 CHARACTERS)



A better world starts at home. We help busy families with dogs in west sussex 🐶 go from stressin to chillaxin 🍷 with fun + positive dog training.

< TOP TIP: If you have a local service-based business: ADD LOCATION

< TOP TIP: Try to add more personality in wherever you can





TRIGGER WORDS

HIGHLIGHT ANY WORDS, PHRASES OR IDEAS THAT YOU THINK WILL MAKE YOUR CLIENTS FEEL SOMETHING... POSITIVE AND NEGATIVE (negative ones are actually stronger when used in marketing!)

J. NICHOLE
SMITH

Trigger Words from our Example:

EMBARASSED STRESSED STRESSED-FREE PROUD

RELIEVED WORRIED HAPPY & HEALTHY PLAYFUL

MORE EXCITED FOR TOGETHER TIME



J. NICHOLE
SMITH

THIS IS WHAT YOU SELL

You sell the positive trigger words

You sell the *solution* to negative trigger words

BOOM!

*Your magic formula for
selling with more feeling!*



J. NICHOLE
SMITH

Care to Share?



Now Get it Out There!

- 1. UPDATE THE TOP OF YOUR WEBSITE TO INCLUDE THIS BRAND STATEMENT**
- 2. CHANGE YOUR SOCIAL MEDIA BIO TO INCLUDE: insta, FB, LinkedIn**
- 3. PRACTICE SAYING IT OUTLOUD - ANSWER TO 'what do you do?'**