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7 Secrets to Make Your Brand Sing

Simple Steps any Woman
Entrepreneur Can Take
to Find Her Authentic
Brand Voice and
Be Heard above
the Competition



Clear Voice Branding LLC

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Special Report: “Do-Re-Mi: Make your Brand Sing!”

7 Simple Steps any Woman Entrepreneur Can Take to Find Her Authentic Brand Voice and Be Heard above the Competition *Plus an Additional Bonus 8th Step!*

Congratulations! You have just opened the curtain to a very exciting show and guess what, YOU are the star. Having an authentic personal brand shines the spot light on everything that makes you uniquely you. The question is, **are you going to steal the show or get lost in the chorus?** In order to make your voice soar above the rest you need to do more than just open your mouth. You need to learn how to SING!

In today’s world people have more choices than ever before. It used to be there were three major networks on television. Now there is a channel for every possible interest imaginable. Not only can you find a show about how to “talk” to your dog, but you can also decide exactly when you want to watch it. If you have a laptop, you can also watch your favorite show wherever you want as well. The choice is up to you.

With all this choice people are free to customize their experiences. They can be selective about how they are going to spend their time and their money because there are so many more options. They don’t have to buy coffee at the local diner. They can go to Starbuck’s, Dunkin Donuts, the MacDonald’s drive-through or even Whole Foods depending on their personal preference. The question is how are you going to get them to prefer YOU?

The answer is, of course, with your personal brand. When you have a strong personal brand you start to differentiate yourself. You draw attention and **start attracting people to your business** and services. You become known and even preferred by a select group of loyal customers. How does that sound to you?

Great, let’s get started.

“Breath is the fuel of the voice; passion is the fuel of the soul.”—Heather Poduska

Here are 7 Steps you can take to make your brand sing! It's as easy as Do-Re-Mi

Step #1

Do-Define your mission. Do you know that less than 50 percent of people actually like their jobs? Most of those people don't like their jobs because they either find the work uninteresting or they don't feel they have a chance to grow or move forward in their work. As a woman entrepreneur you have control over both the kind of work you choose to do and how much you can grow and grow your business. The down side of all this control is that it's all up to you. The good news is that it's all up to you! So how do you create this dream career? **You need a mission.**

Having a real, personal mission brings depth to the work you do on a daily basis. It gives you a sense of purpose behind even the most mundane tasks. The result is a more exciting and interesting personal brand. When you feel your work is connected to something bigger than just making payroll or selling a million widgets by December 31st, you feel more commitment for what you do. People start to recognize your enthusiasm and it ignites their own excitement. We all like to be around people who make us feel energized and focused. As a result you **start building a community and fan base of like-minded people** who resonate with your beliefs and vision.

Step #2

Re-Rock your personal style. Whether we like it or not we are judged on a daily basis on how we present ourselves, especially women. This includes everything from the clothes we wear to how we sign our name. Your appearance is your calling card. How you choose to present yourself to the outside world is extremely important to creating a successful personal brand. The way you dress, the way you keep your hair, the kind of car you drive, the bag you carry are all **symbols of who you are that are constantly being interpreted by those around us.** It would be very foolish indeed to minimize the importance of the impact of your personal appearance. You can waste all the time you want thinking about how unfair this is, or you can accept the reality of the situation and take control for your advantage.

It is not my intention to say everyone should be walking around in Prada, driving a Porsche or carrying a Coach bag. Quite the contrary. **Personal branding is about authenticity.** Your personal brand may be artistic and quirky. Your brand might be expressed best by wearing flowing skirts and driving a VW bug. Or perhaps, you are more of a straight shooter and your business requires a lot of trust or confidentiality. Your appearance would be better served by conservative colors, pearls and a stiff briefcase. You need to KNOW YOURSELF, to know what you want to project, what you are currently projecting and close the gap between any discrepancies. The key is to be consistent. Nothing is more confusing or dilutes a brand quicker than mixed messages.

You also need to **know your audience**. You may love bright colors and fun accessories, but unless you are working in an artistic field or with children, you may have to tone it down for your audience to feel comfortable. Artists often face this challenge. You may love a certain aria or opera or composer, but if no one else shares your taste, you are going to be singing to an empty theater. Likewise with your brand, you need to be true to yourself, but you also need to pay attention to the parameters of your field. If you find yourself really resisting adjusting to your audience, it may be a very important clue that you are not being honest with yourself about the kind of work you are doing or the kind of people you truly love serving.

Whatever your personal brand is, the key to successfully projecting that image is consistency. Nothing dilutes a brand quicker than mixed messages. If your brand is all about fun and you have a serious demeanor, people will be confused or worse yet, turned-off. **Consistency builds credibility**. Remember, a confused mind always says “no.”

Step #3

Mi-Maximize your authenticity. We spend most of our young lives trying to fit in. As a teenager, nothing is worse than feeling like you do not belong. There have been thousands of movies made about how it feels to be left out and the lengths kids will go to to fit back in. Thankfully, we are not in high school anymore and we should **realize how important our own authenticity is. It is the very thing you need to tap into to differentiate yourself in a competitive market place**. Right now, name the five most famous people that pop to mind. Did Lady Gaga make your list or maybe Oprah or even Kim Kardashian? Do you think any of these women are afraid of their authenticity? NO WAY! They embrace it and they make millions of dollars because of it. It's what we love or even hate about them, but it's what makes them unique and stand out.

You don't have to wear a green wig or shoot sparklers out of your bra to be authentic and get noticed. **We all have our own unique attributes**. Your unique attribute could even be your quietness. What is most important is that you embrace and project those parts of yourself that feel true. Most likely, the more nervous you are about projecting a certain quality, the more valuable it is to helping you move forward. For example, for a very long time I wanted to have my own business, but I was afraid if people knew I was an opera singer, they would not take me seriously. However, my experience on the stage, perfecting my voice, learning how to handle stage fright, learning how to dress for performances and auditions are all unique talents I have as a result of my operatic training which I bring to my branding business. I have a unique perspective on finding and projecting your voice and image BECAUSE of my experience as a singer. It is what differentiates me from many others who do the same kind of work I do.

Step # 4

Fa-Follow your heart. Yes, follow your heart. We hear it all the time, but many of us dismiss this charge as not realistic, too head-in-the-clouds. However, nothing could be further from the truth. It also makes good business sense. When you follow your heart, you have passion and passion is fuel. It is the energy that helps us put in more time at the office because we WANT to be there. It is the energy to go the extra mile for our clients because we love doing it. **You create a better business, a better service, a better product when your heart is in it.** And the best part is that you enjoy the process. You are not just biding your time until your next vacation. Your work is your favorite past time.

Why is all this important to your brand? Not only does following your heart bring you more joy and satisfaction in your work and in your life, it also engages and attracts more of your ideal clients. Passion is contagious. Think about people who have Apple products. They don't just like their iPads, they love them. They are passionate about them. They are happy to tell you and anyone else willing to listen how much they love them. **When you are passionate about your product or your services, people respond in kind.** Think about it, would you rather work with someone who is putting in the time, or someone who loves what they do.

Let me demonstrate. A few years ago I had to have a root canal. Now there are few things in life I'd like to have done less, however, I ended up having a wonderful experience. From the minute my doctor entered the room, I felt completely relaxed and enthralled. As he started to tell me about the procedure I completely relaxed. By the time he was done I was a total, raving fan. This man absolutely loved what he did. He was semi-retired and didn't really need to work at all, but he still came in 3 days a week because he loved the work so much. Yes, you heard me right, he does root canals for a living, and no, he's not a sadist. He was charming and funny and beyond that a total pro. I felt like I was watching a highly choreographed dance as he and his assistant worked passing instruments back and forth with hardly a word, their routine was so tight. I never once felt an ounce of pain, I never worried about a complication. And beyond all that, I fell a little bit in love this semi-retired endodontist because of his passion for his work. Would I go back? Of course. Would I recommend him to other people, you bet I would!

Step #5

So-Solve other people's problems. John C. Maxwell, the renowned expert on leadership once said, "No one cares how much you know until they know how much you care." Think about it. The last time you went to get your hair cut did you care about whether or not the stylist was trained in putting in extensions, doing fabulous up-dos, clipping in feathers, or a master of asymmetrical styling? No, you were probably concerned about whether or not you were going to walk out of there looking and feeling fabulous about your own hair cut and color. Of course, if you are into asymmetry

you would have been thrilled, but you get the point. **People want to know their specific needs will be addressed or their life will be better because of their experience with you.**

As a brand you want to be known as a problem solver. If you continually think about how to address the needs of your clients and how to better serve them, you will start to build brand equity. You will become the go-to person in your field. People will start to see you as the resource you are, instead of someone simply hanging out a shingle.

Step #6

La-Lead with your strengths. There is an aria from La Boheme I love singing. It's poignant and lush and just plain beautiful. However, the music is pretty sustained and slow and the notes don't go very high. Even though I absolutely adore this piece and I can sing it just fine, I would never start with it in an audition because the most exciting things about my voice are my high register and agility. There are thousands of other sopranos whose voices are better suited to sing La Boheme. However, not every soprano can sing runs as clearly and quickly as I can. So when I get into an audition I try to start with something that goes high very quickly, or starts with a florid cadenza.

As a smart, creative women entrepreneur there may be several things you are qualified to do, however, not all of those things show your greatest strengths. You may offer several different kinds of services. For example, you may be a health expert and you offer nutritional counseling and fitness advice. You find that you are not as energized by taking people through the motions of exercise, however, you have a special talent for helping people tap into their motivation to get healthy. So a smart way to project your brand may be to focus on programs that help people get and stay motivated throughout their journey to good health. **Become known for your strength and then fill in the rest later.**

Step #7

Ti-Teach what you know. Your greatest resource is you. You have a unique reservoir of skills and experiences from which other people can benefit. There are people out there who need and want what you have to offer. It is when you start to recognize the value of your experience and put yourself in the mindset of being a teacher you will start to find your tribe. People can get information almost anywhere, but what they need are good teachers, people to help them disseminate and interpret the information to make it relevant and applicable to their own circumstances. **What you offer is your own unique way of communicating the information to engage and serve your ideal clients.** You have your own spin and style of delivery. This is another way Apple is so genius. If you buy one of their products, you can go into any Apple store and sign up for tutorials on all of their products. I have yet to go by my local Apple store mall and not see it crammed with people.

If you are seen as a great teacher, you are also seen as a leader. You will become known as someone who helps other people. **Your brand will become known as a giving brand. The result will be clients coming back again and again. You will develop a loyal, vocal following.**

Finishing the Scale. Now that you know some of the foundational steps to making your brand sing, you may be wondering **HOW you are going to implement all of these strategies.** There is, of course, a secret weapon you can use to catapult your success. To unlock the key read on...

**Bonus* Step #8*



**Bonus* Step #8*

Do-Don't go it alone. Have you ever noticed that when you workout with a buddy you usually push yourself much harder than if you worked out alone? That's because there is an inherent accountability factor present when you commit to something together. Not only are you more likely to show up, you are also more likely to reach your goal when you work with someone else.

Have you arrived at a place in your business where you feel stuck? Are excited about what you do and what you have to offer, but are just not sure how to move forward or get your message out? It may be time for you to find a good mentor.

When I was in music school I had to take an advanced theory class to graduate. At the beginning of the semester I really struggled with the challenging concepts of how to analyze complex atonal compositions. However, part way through the class we were encouraged to pair up with study buddies. Suddenly everything became much, much easier. It wasn't because someone else was telling me the answers, it was because I had someone going through the process with me. Together we dug into the music and uncovered the unique structures and modalities. I can honestly say it became fun. I also got an A in the class, thank you very much!

Whether you are trying to understand Schoenberg or trying to grow your business, having someone in your corner to support your efforts can make the difference between confused stagnation or clear, forward momentum. We all do better with a little support. In singing we use the word support a lot. It's what you use to project your voice out. It's what you use to create a clear, steady tone. It's what is used to give you stamina. It's what is used to sing long beautiful lines or hold your stellar high notes for an eternity. It is the foundation of all good singing. Having a strong foundation also allows your business to chart a study course towards success.

The Italians call this support "appoggiare" which literally means to lean. Isn't that what we all want in our lives, someone to lean on, someone to show us the way, or someone to help us when we get stuck? It is my great passion to help other entrepreneurs find and project their own unique and powerful voices. I know the joy of having a strong voice, but I could never have done it on my own. I had wonderful teachers and mentors along the way. If you are ready to move forward and make your brand sing, I am here to help you. Adiamo!

Where do I go from here?

By completing the previous exercises you have begun the warm-up process to making your brand sing. This is the perfect opportunity to take the next step and really let your voice soar to attract the attention of ideal clients eager to work with you. Ask yourself, do I have all the ideal clients I want right now? Do I know how to communicate clearly and effectively how my services are unique to my target audience? Am I confident that what I offer is presented in a way that is compelling and attractive to potential customers? **Do I wake up every morning knowing that I am working with a**

true purpose? These are all things you I can show you how to do through the branding process. If you are ready to find and project your own truly powerful and authentic brand voice to attract more clients, make marketing simple, and create services that generate more wealth, I want to invite you to register for a FREE “Make My Brand Sing” Discovery Call, personally with me, Heather.

I have set aside just a few sessions per month on a first come first serve basis for those ready to take the next steps in their business, uncover their brand, and achieve the results they’re looking to create.

In this “Make My Brand Sing” Discovery Call, we will:

- Uncover the challenges that inhibit the growth of your business.
- Uncover the current obstacles to attracting more clients.
- Get crystal clear on your vision for your business.
- Discuss the very next steps necessary to get you closer to your desired ultimate outcome.
- Create a clear plan that describes the steps you need to take to create a killer brand.

If you are ready to stop spinning your wheels and start a clear path to success, then I urge you to apply for one of these **limited** Discovery Call spots with me so **I can help you start achieving your goals right now**

For your opportunity for a FREE “Make My Brand Sing” Discovery Call, email Heather at heather@clearvoicebranding.com with the answers to the following questions:

1. What is your name and tell me a little about your current business?
2. When it comes to keeping a steady stream of clients, what are your biggest challenges?
3. On a scale of 1-10 (10 being the highest), how important is it for you to get these solved and why?
4. What is the #1 obstacle that’s kept you from solving these challenges on your own?
5. What is your phone number and email address? (We’ll contact you to within 2 days to let you know if you were accepted for one of these limited number of spots.)

P.S. Here are just a few areas of focus that can help you move forward which Heather specializes in.

- Clarifying your goals and priorities.
- Understanding what is truly **unique** and **profitable** about your skills and experiences.
- Identifying your ideal target audience, the one that makes you feel great every time you reach out.
- Declaring a unique niche to establish you as the expert in your field.
- Uncovering what’s keeping you “stuck” and giving you tools to build your confidence.
- Creating powerful and authentic ways of communicating your brand to attract ideal clients.
- Creating a plan of action for moving your brand and business forward.
- Making you feel AWESOME about who you are, what you do and how you do it!**

About Heather

Heather Poduska is personal brand strategist, business coach and image consultant who helps women entrepreneurs and small business owners find and project their unique voice in the market place to attract and convert more ideal clients to generate greater wealth. In addition to her brand and image expertise, Heather has over 25 years of experience as a professional opera singer which puts her in a unique position to help you resonate with your audience.



In Her Own Voice

As a singer you spend years and years perfecting your technique and learning to find your authentic voice. However, perfecting your technique and finding your authentic sound is only a piece of the puzzle which leads to success. You must also find the right repertoire, repertoire that best suits your voice and shows off its unique color and any specialized technical skills like great high notes or fast runs. Your repertoire must also suit your temperament, your personality and even the way you look. To win auditions it is not enough to sing well. Of course, you need to have a great voice and great technique, but you also have to look great and **know how to present and package what you do in a compelling way** to separate yourself from the competition, spark the interest of the auditioners and, hopefully, land the job. When you do get all the pieces in place, everything comes together and it is like fireworks.

Over the years, I have come to realize that just like opera singers, EVERYONE wants to be heard, seen, feel powerful and connect with their audience whether that audience is in the theater or in the marketplace. Becoming a certified personal brand strategist has given me the tools to show other women entrepreneurs and small business owners how find and project their own powerful and authentic voices and how to package what they do to capture the hearts and minds of their ideal clients. It is not just what you do, it is HOW you do what you do, how you COMMUNICATE what you do and how you PRESENT what you do that is the winning recipe. In addition to singing and performing I have spent the majority of my adult life studying personal and professional development, personal image and marketing. It is a true passion for me

I cannot end my story without mentioning my family. I have three beautiful daughters and a loving husband. When I see my girls I am constantly reminded of how especially important it is to teach women to find their voices, own their power and to move boldly through life. Empowered women create better families, better communities and a better world. It is the principle reason I am so excited to work with female entrepreneurs.

Credentials: BA Rice University, MM New England Conservatory, Reach Certified Personal Brand Strategist, Reach 360 Reach Analyst, Reach Certified Online Identity Strategist, Graduate of London Image Institute, American Guild of Musical Artists, Boston Lyric Opera