

# Clear Voice Branding LLC

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## The 3 Biggest Reasons Entrepreneurs Fail to Create Successful Brands and How YOU Can Avoid Them!



Hi There!

I'm so glad you downloaded this Free Gift because if you are an entrepreneur, you are going to learn some really great tips on how to grow your business and start attracting more ideal clients much more quickly and authentically. No more wasting time and money developing ineffective marketing materials and constantly tweaking your website to put in the latest marketing buzz words which, in the end, have little effect on your conversion rate.

Don't worry, if you are not currently filling your pipeline consistently with clients, it doesn't mean there's something wrong with you or your business. It just means you have a little adjusting to do. Luckily, you are in the right place to get the information you need and turn the tides in your favor.

There are 3 common mistake many entrepreneurs make when branding and marketing their business. With the tips in this report, you will have the tools you need to avoid those mistakes and more importantly understand what you do need to do to create what you really want and need, a power-house, compelling and completely authentic brand which magnetizes your ideal clients to you and your business.

Of course, this is just the start, if you'd like to know even more tips to build a client attractive brand, you can download my FREE report by clicking this link. [MakeYourBrandSing!](#)

Ok, enough chit-chat, let's start making you more money!

*Heather*

Here we go...

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## Mistake #1—Making your Brand too Broad

When you first start a business your biggest objective is to get clients. **No clients=no money=no business.** So you scramble your little patootie off trying to get folks in the door. You do promotions and market yourself as best you can, but still don't see the kind of results you want. You try a little bit of this and if this doesn't work, you try a little bit of that. Anything to get some momentum.

While you may see some success as a result of your hustling, and hey, I'm all for hustle, **you will never create the kind of magnetism you are looking for in your business if try to make your brand footprint too wide.** What you will do is create a dusting effect, one slight breeze and your imprint is gone. What you want instead is to create a sticking effect.

What's a sticking effect? Well, imagine instead of stepping on a few flakes of fluffy snow that just melt away, you land smack dab on top of a piece of chewed gum. You lift your foot up and there it is. You are tethered to the ground by a gooey strand. Even after you sever the connection, you are left with a sticky glob on your shoe. It's a hard friend to shake.

“Wait, you mean you want me to be a like a disgusting, chewed-up piece of gum??” YES! Well, ok, sort of. What I really want is for you to avoid the mistake of being forgettable which is often a result of going too broad and wide with your brand. **What you want is to be KNOWN and REMEMBERED.** You want your brand to be sticky like peanut butter in the brain. So how do you do it? You need to narrow your focus.

**Don't try to be good at 20 things, try to be superior at one thing.** Be the all-knowing, supreme leader of a sliver of real estate, not the peasant farmer of the entire field. Even though the patch of real estate you master may be small, its value will be enormous. Let me ask you a question. Would you go to a general internist for brain surgery? No, if you value your life, you would go to a specialist. Who do you think makes more money? Yes, the specialist. **When you specialize, your income potential is much higher.**

A lot of entrepreneurs hesitate to specialize because they think by not offering many different kinds of services they will lose clients. I'm going to let you in on a secret, **if your brand is doing its job, you will naturally repel some people.** Yes, you read correctly. Your job is not to cast out your brand net and haul in anything that gets stuck in its web. **A successful brand attracts IDEAL clients who recognize its value and who willingly and happily pay for its unique offerings.**

When you narrow your focus and become known for a specific area of expertise, **you naturally attract a loyal tribe of followers who are willing to pay more for your services,** who return again and again and who spread the word of your brand to others. Now do you see why it's important to specialize?

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**To help you narrow your focus, ask yourself a few questions:**

What are the top 3 things I *do* best in my work?

- 1.
- 2.
- 3.

What are the top 3 things I *enjoy* doing most about my work?

- 1.
- 2.
- 3.

What am I most passionate about sharing with others?

You probably noticed an overlap in your answers. **When you marry what you naturally do well with what you like to do and then connect that with a desire to help others, you will find a sweet spot for your brand specialty.**

## Mistake #2—Not Being Yourself

Sometimes it can be really hard to stay true to yourself, especially if you are struggling when others around you are succeeding. It's very tempting to want to copy someone else when it feels like you are not moving forward as quickly as you'd like. We think if we can just do what the other girl is doing, we'll make it. But the reality is, **the more you try to copy someone else, the more you move away from your greatest asset which is YOU!**

Quick, name 3 mega-celebrities. Who comes to mind? Did you think of Oprah? Lady Gaga? Perhaps Kim Kardashian or Richard Branson. **Whoever you thought of, I can guarantee you one thing, they are completely original.** Who else has the proportions of Kim Kardashian's body or her crazy, dramatic family? Who do you think Oprah copied to be the wealthiest, most successful woman of color in this country? No one, because there was no one before her. How many starlets attended the MTV Music Awards show wearing a meat dress? One, Lady Gaga

Now I'm not suggesting you slaughter innocent animals in your quest to attract more clients, but I am trying to get you to see that **your power lies in your authenticity.** People are drawn to originality. Of course, there is a lot you can learn by emulating your role models. You can study their paths, their choices, their successes and their failures. Take pieces of what they

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did and integrate it into your own style, your own unique expression of what you do. Just don't try to be them.

Ever here the phrase "It's better to be the first rate version of yourself than the second rate version of someone else?" **You have you own unique voice, a voice that needs to be heard.** It is your obligation to nurture and grow that voice. When you keep your voice small, you deny the world of your gifts. **You have special talents and a unique way of doing what you do that serves others who need what you have to offer.**

What you need to do is lean into yourself. Those things which make us feel self-conscious are often the very thing we need to accentuate. **Your little quirks and idiosyncrasies can be nuggets of gold when it comes to creating a memorable, attractive brand.** When you have a unique way of expressing yourself, it sets you apart from the masses. Think about some like Zooey Deschanel, she has built an entire brand around her quirkiness. Her distinctive voice, weird little songs, and colorful style all set her apart.

One word of caution in your quest to be original, **you don't have to try to be different, you just need to be you. Actually, trying gets in the way.** Think about the person who tries to be funny. It comes across as very forced and makes everyone uncomfortable. That's because the person trying to be funny is actually themselves not very comfortable. They are trying to do something outside of their wheel house.

Contrarily, when someone embraces who they are, they develop an easy confidence that is very appealing. Confident people naturally draw others to them. When you embrace who you are, you can leverage your unique qualities to create a stand out brand, magnetic brand. **You will set yourself apart from the competition and have a lot more fun in the process!**

## Exercise

What is your most unique feature? How can you accentuate that?

What do you do differently from others in your industry?

What is the number one thing for which you get the most consistent compliments?

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## Mistake #3—Not Being Bold Enough

**If there is one thing I'm sure of, it is that you have to have courage to create a successful brand.** Call it what you will, confidence, chutzpah, moxy, you've gotta have it. No one is going to chase you down and saying "Please, please, won't you tell me about your great products and services?" You have got to speak up! **YOU have to be your own best brand advocate and that takes courage.**

One of my very earliest memories is from when I was about 5 years old. I was sitting on the corner waiting for my best friend to come home from kindergarten. I was bored so I started singing. I have a very distinct memory of thinking "Oh, I hope someone hears me and discovers me." Do you think they did? Of course not. I was alone, singing to no one in a little girl voice.

**Most of us, especially in the beginning of our businesses, play small.** We tip-toe on to the business stage and whisper into the mic hoping someone will notice. Instead of getting a standing-O, we hear crickets and wonder what ha-happened. **If you want to develop a loyal audience, you have to make them aware of your value, which means you have to believe in your value.**

I can't tell you how many times I've heard clients say "I know I'm good at what I do, I just don't like to toot my own horn." We feel like it's unseemly to own our magnificence. I think it is unseemly NOT to recognize and share your brilliance. There are people out there who *want* and *need* what you have to offer. I for one am grateful to know about others' expertise. If I need something I, *want* to know there is someone out there who is confident in their ability to help me. **If you stay small, you serve no one, including yourself.**

**One mistake I see again and again is entrepreneurs thinking that just setting shop is enough to succeed,** that building a website, passing out business cards or even networking is enough to create brand recognition. It is not. Of course, all those things are important and necessary, but just being present is not nearly enough to create a successful brand. **You HAVE to stand out and set yourself apart if you are going create a star brand and that takes audacity.**

You cannot be vanilla and stand out. **Being good at what you do is the price of entry.** Yeah, you went to design school, yes you are a certified coach, sure you have an MBA. SO WHAT! So do a million other people. What makes you so special? No really, what makes you so special? Whatever that is is what you need to communicate to make a killer brand. **You need to believe in your awesomeness and be willing to shout it out.** I won't kid you, that takes courage. But really, what's the alternative?

Ok, so I've got you on board now, but you're saying "How the heck to I get this courage?" It is one thing to recognize you need it and quite another to *have* it.

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**Here are a few tips to help you get started.**

1. **Start small**—Up the ante in one aspect of your promotion at a time. Highlight a few words of text describing your brilliance or perhaps just say what you are good at without adding a qualifier afterwards. Once this feels easy, move forward again.
2. **Dress the part**—Ever notice how much taller you stand when you look nice? When you put on the clothes of someone who is confident, you start to act more like someone who is confident.
3. **Practice, practice, practice**—At first, tooting your horn may indeed feel very uncomfortable, but the more you do it, the easier it will get and the less forced it will feel.

**Finally, ask yourself these 3 questions and see if it doesn't give you the motivation to be BOLD!**

- Would you rather play it safe and stay small, or **would you rather take a chance and live up to your potential?**
- Is it more important for you not to offend anyone with your self-confidence, or **would you rather create the business of your dreams?**
- Are you satisfied with the status quo, or **would you rather make a lot of money doing something at which you naturally excel and which you really love!**

## How I can help.

I have had my own journey of self-discovery and adventures in courage. I went from that shy little girl sitting on the corner waiting to be discovered to singing in front of thousands of people as a professional opera singer. I had to learn how to literally find and project my voice to be heard above orchestra, but I didn't do it on my own. I had many teachers and mentors along the way.

Now as a brand strategist I mentor my clients to find and project their own unique voices in the marketplace, teaching them how to embrace their authenticity so they can create compelling personal brands, polished brand images and effective marketing messages. As a result they are able to identify and attract tribes of hungry clients, stand out as stars in their industries and turn their passions into profits.

If you would like to know more about how you too can tap into your power voice to create the business you've always dreamed of, **click here** → **Clear Voice Branding** ← or email me at [heather@clearvoicebranding.com](mailto:heather@clearvoicebranding.com). I'd love to support you on your journey.

In the meantime, here's to hitting all your high notes!

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