# “From Anonymous to Unstoppable”

# The 5 C’s for Creating a Client Attractive Brand

**What is a brand?**

Your \_\_\_\_\_\_\_\_\_\_\_\_.

A desired \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Your \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. (Branding according to Heather!)

**Five benefits of branding are:**

a.

b.

c.

d.

e.

**The biggest mistake most entrepreneurs make** when it comes to their marketing is not doing their\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ first. The biggest mistake most people make with their brand is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Results of not branding…**

**The job of your brand** is to help people R\_\_\_\_\_\_\_\_\_\_\_\_\_\_, R\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and R\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ you.

**5 Secret “C’s” to Create an Irresistible Brand**

**The 1st C is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

Be clear on your \_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_.

Know your p\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

Embrace your own\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**The 2nd C is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

If you don’t know what makes you \_\_\_\_\_\_\_\_\_\_\_\_\_\_, neither will your audience.

**The 3rd C is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

Who I am unique qualified to\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?

Who \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_and more importantly, \_\_\_\_\_\_\_\_\_\_\_\_\_\_ what I have to offer?

**The 4th C** **is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

To capture the attention of your audience, your message must be c\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ c\_\_\_\_\_\_\_\_\_\_\_\_ and c\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

Is it important to d\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ yourself in your message.

**The 5th C is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

The job of your image is to convey your \_\_\_\_\_\_\_\_\_\_\_\_ and the \_\_\_\_\_\_\_\_\_\_\_\_ you bring.

Higher \_\_\_\_\_\_\_\_\_\_\_\_\_ conveys higher value.

**The C I need most help with right now is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?**

**Three actions I can take to enhance my brand are:**

1.

2.

3.