

Clear Voice Branding LLC

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“6 Keys to a 7-Figure Brand”



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Hi There,

I'm so excited you decided to download my  
***"6 Keys to a 7-Figure Brand."***

If you are serious about creating a 7-figure business, you've probably already tried a lot of things to leverage your success. In fact, I'll bet you've tried so many things, your head is about to pop off! Just how many teleseminars do you have to give anyway to add another zero to your bottom line?

**Most entrepreneurs spend countless hours doing activities that don't net a major ROI** on their efforts. In

fact, a lot of the things entrepreneurs do in the name of ramping up sales, actually end up costing them money not to mention totally wear them out. What they don't realize is, when you take the time to craft a truly authentic brand, you create a template for an elegantly streamlined and very lucrative business.

**Making big profits can be a lot easier and running your business much more fun when you clarify your brand.** In fact, I believe if it's not fun, you are probably leaving massive cash on the table not to mention missing your calling. I have seen it time and again with my clients, when they do this work, their income sky-rockets, they have a new sense of joy and their confidence is palpable. It was possible for them and **it's possible for YOU!**

There is a better way to reach your goals and I'm going to show you in the next few pages how to get started.

Here we go!

*Heather*

# “6 Keys to a 7-Figure Brand”

## Key #1: Create a Clear & BIG Vision

If you want to reach 7 figures, you need to create a big vision for your business. Having a vision gives you the fuel and direction you need for reaching your goals. However, **most of us are not specific enough about what we want** when we do this exercise. So I want to help you out.

I know you want at least a million dollar business, otherwise you probably would not have downloaded this report. But let's go a little deeper, shall we? What do you want that million dollar business to look like?

How do you want to be spending your time?

What are the activities in which you want to be intimately involved?

In which activities do you not want to be involved?

What kinds of clients do you want?

How many clients do you want?

How many hours a week do you want to work?

Where do you want to work?

How do you want to be serving people?

You see, there are a myriad of possibilities to think about. Most of us don't go that far. We just know we want to make a lot of money. When you think about it, even saying you want a 7-figure business is kind of nebulous. What does that really mean? Do you want to be making \$1M annually in revenue or do you want \$1M profit? WHY? That's the real question.

When you get really clear on what you want, you can start to take smarter, more directed actions to reach your goals. And taking actions in alignment with what you really want leads to a deeply fulfilling and profitable business more quickly. You also enjoy the journey much more because you are already doing things that *feel* really, really good.

*“There are no business model police”--HP*

You can create any kind of business you want, but you have to identify what that is. If you love to speak, you can do live events. If you want more time at home with the kids, you can leverage online marketing. Maybe you want to have products and passive income. Maybe you want to do corporate presentations. It doesn't matter!! The only things that matters it what matters to YOU.

The beauty of creating a clear vision is that when you do, your subconscious goes to work releasing an army of minions to bring your vision to life. That's the up side. The down side is exactly the same. Whatever you punch in will come out, so if your vision is small, that is what will be served up to you.

So think BIG and have fun!

*"You can't hold a gallon in a thimble" –HP*

Let's play a little game. This is similar to the hot and cold game you played as a kid. When you move towards something that makes you feel good, it's hot. When you start to feel less excited, it cold. For the next few minutes, I want you to feel hot, hot, hot!

What turns you on?

What makes you feel powerful?

When do you feel most excited?

What makes you feel content?

What activities make you feel most accomplished?

Your answers are pure gold. The more you can infuse those things into your BIG vision, the quicker you will reach your goals!

## Key #2: Crystalize Your Unique Point of View

One of the most important things you can do to grow a powerful business is magnetize your audience. Of course, you have to have products and services that deliver real value, but unless you are an expert on training sumo wrestlers, there are probably thousands if not millions of other people offering the same or similar solutions you do. So how are you going to capture the attention of your own, loyal audience?

You must have a clear, distinct and PERSONAL point of view. Steve Jobs had a very clear point of view that details matter immensely. He was known to be obsessive about product design and features. Apple is synonymous with Steve Jobs because so much of Apple IS Steve Jobs, his ideas, his perspective, his aesthetic. Apple products are unique because of his unique point of view.

What exactly is a point of view? It is the foundational beliefs on which you base your actions. It is a strong feeling for which you'd be willing to fight. For example, someone might have a point of view the death penalty is a sin. Another person may have a point of view it is a totally valid and effective method of reducing crime.

What we talking about here is a point of view that directly influences how you run your business. Your point of view may not be as controversial as the death penalty, but it should be something that is strong and compelling to both you and your audience. The more personal your point of view is the better. You will be more connected to it and your actions will have more passion and clarity because of it.

Here are some other examples of point of view:

"I believe sales is love."

"I believe in order to have a successful business you have to heal your shame around money."

"I believe people who dress-up are phony."

"I believe image is everything."

"I believe living authentically is hard, but totally worth the effort."

"I believe passion is born of mastery."

**It doesn't matter what your point of view is, what matters is that it is yours and that it is deeply meaningful to you.** The more you can connect your point of view to your personal experience, the better.

Getting personal can feel very scary. A lot of us don't like to open up about our feelings. It is easier to play nice than to ruffle feathers, but the **stronger your point of view, the more powerful your brand, the greater the potential for massive income.** Great leaders are not known for being wishy-washy. They are known for taking a stand.

*"Do you want to be safe or do you want to be authentically successful?"--HP*

If you're not sure of your point of view, here's a little help to get your started.

Finish this sentence: "I believe..."

Now ask yourself WHY is that what you believe?

Congrats! You've just nailed your point of view.

## Key #3: Clarify Your Voice

Whereas your point of view (POV) is what you believe, your brand voice is *how* you communicate what you believe. Think of it this way. **Your POV is the song and your brand voice is how you sing the song.** It's your style. 😊

Again, having a unique brand voice is a huge differentiator for you and your business. It helps express your personality and your mojo. Back to the music example for a minute, think of "The Star Spangled Banner." How many times have we heard it sung at the Super Bowl? There's been everyone from Whitney Houston to Aaron Neville and more recently my favorite, Renee Fleming. Three completely different singers, same song.

What exactly makes them so different? Well, everything! We have a pop star, and opera diva and an R & B artist. Whitney was young and beautiful, Renee was poised and sophisticated. Whitney wowed with vocal gymnastics, Renee with beauty, power and control and well, no one can argue with the unique quality of Aaron Neville's voice. **Each artist was distinct, each memorable.**

You want your voice to be distinct as well.

*"The more you do YOU, the stronger your voice will be."—HP*

In every piece of copy, every blog article, each Facebook post, you want to infuse more and more of your unique personality into what you do and say.

Try to **think about how you would speak to a good friend**. Are you naturally quiet and reserved or are you loud and bold? Do you have pithy insights or are your thoughts more soft and fluid? Are you funny? In what way? Are you silly or crass? Do you have a dry sense of humor or are you more slapstick?

**You want your voice to be so saturated with your unique flavor, people would know it's your copy, your post, your BRAND without ever seeing your name!** Start to think about how you can incorporate more of your organic personality into everything you do.

If you are feeling stuck or unsure about what your natural voice is, try this experiment. Think about something that gets you really riled up, that makes you feel sad, happy, or excited, basically anything that makes you *feel*. Try using your POV or think of something in the news or a social issue that bugs you and then write about it without editing yourself. This isn't for public consumption, just for you to get a sense of your own unfiltered voice.

I'm not suggesting you never edit your work or that you should just go off on total rampages all the time. What I am suggesting is you **stop sanitizing your brand voice so as not to offend**. That is boring and will do nothing to attract your ideal clients or boost your sales past the 7-figure mark.

## Key #4: Look The Part

*“Look, if you had one shot, one opportunity  
To seize everything you ever wanted one moment  
Would you capture it or just let it slip?” —Eminem—One Shot*

As the Eminem says, you only get one shot to make a first impression. People buy with their eyes, pure and simple. **If your visual presence does not reflect your value, you are leaving money on the table.** I can't really say it any simpler. If you expect to create a million dollar brand, you have to show up like a million dollar expert.

This doesn't mean, you have to dress in Gucci or be dressed up all the time, especially if your brand is more casual. In fact, if your brand is more low-key, it might not be appropriate to try to be too fancy. **HOWEVER**, and this is **BIG**, you do need to **show up consistently as the best version of your brand.**

*“The higher the polish, the higher the perceived value.” —HP*

I'll bet part of the reason you clicked on my ad had to do with my picture. Do I always look like that? Heck no, but when I show up as the ambassador of my brand, I put every effort into looking like the expert I'd like to be perceived as and so should you.

### **The job of your brand image is two-fold:**

1. To be as authentic to you and your business as possible to attract the right kind of customers.
2. To represent you in the most polished and professional way so as to indicate the highest possible value.

There is a reason you pay more for clothes at fancy department stores than you do at places like Target, the presentation is better and the experience of shopping there is more posh. You expect better quality and you expect to pay higher prices. Don't you want that for your brand?

You want your ideal clients to see your pictures and think, “She's got it going on!” You want them to look at your Facebook ads and **CLICK**. You want them to check out your website and stay. Research shows the more aesthetically pleasing the site, the longer a person will stay!

To illustrate how potent your brand image can be, **one of my clients recently went from selling \$1000 packages to \$12,000 packages just by up-leveling her image.** Not only did clients see her differently, more importantly, she saw herself differently. She was able to step into and finally own the role of million-dollar expert.

So take an honest look at your brand image. Does it convey high-end? **Does the way you show up communicate elevated quality and value? Do you** consistently reflect the unique personality of your brand visually online? If not, you may have some work to do to get your 7-figures.



## Key #5: Understand And Ask For Your Value

One of the biggest mistakes I see entrepreneurs make is failing to get crystal clear on the value they bring to their ideal clients. This is a major stumbling block to catapulting your profits. If you can't communicate the VALUE of what you do, you cannot COMMAND the fees you'll need to reach 7-figures.

Listen, if you've been out in the trenches building your business, you probably already have some idea of what your niche is. You probably have products or services and some kind of money mountain, sales funnel, profit pyramid, moula mudslide, whatever you want to call it, set in place. However...

**Most entrepreneurs highly underestimate their value and as a result severely undercharge.** Almost every one of my clients came to me highly, HIGHLY underestimating their value. Even though it was there, they just couldn't see it for themselves.

One client came to me who was helping stay-at-home mompreneurs set up Quickbooks. When we explored her background, I found out she had experience managing tax accounts for international hedge funds! **We shifted her brand and more importantly, her mindset and now she is a CFO and profit strategist for multi-million dollar business owners.**

Another client of mine started out helping mission-driven entrepreneurs uncover their authentic story. It was certainly a noble business model, but the kinds of clients she was attracting would never allow her to reach her financial goals. Again we went excavating and I discovered she had had years of PR experience in a corporate setting. **She'd even gotten clients on the Oprah show! Now she sells 5-figure packages to authors and thought-leaders who want national media coverage.**

So often we cannot see our own value. Even if you are aware of your expertise, chances are you have not put it together in a way that positions you at the highest level.

*“Trying to brand yourself is like trying to cut your own hair. You need professional perspective to get the best result.” --HP*

Not only do you need to recognize your value, **you need to ask for what you're worth.** And the best way to do that is to create high-end packages.

There are only three basic ways to increase wealth, you either increase volume, increase prices or create more leverage. At different times in your business it makes sense to focus on all three of these methods, however, **if you increase your volume or create more leverage without increasing your fees, it will take a lot more time, effort and investment of cash to reach your ultimate goal.**

**It is far more efficient to have a higher price point.** It's just math. If you have a \$100,000 product or program, you only need to sell 10 to reach a million dollars. If you are spending the majority of your efforts trying to enroll clients in a \$5000 6-month program, it is going to take you a LOT longer.

*“To demand the highest fees, you must be crystal clear on the unique value you bring to the marketplace.” —HP*

Does the idea of creating a \$100,000 package scare you? How about a \$25,000 package? What about a \$10,000?

I'm going to let you in on a secret. **The biggest obstacle to creating, asking for and getting paid 5 or even 6 figures for your packages is your belief in your value.** You have to know what it is you bring to the table.

*“You have to know what your ideal clients are hungry for and KNOW AND BELIVE in the unique way in which you fill that need.” --HP*

**This is called good BRANDING, understanding at your core what transformation you are capable of delivering, caring passionately about delivering that transformation at the highest, most excellent level and doing so in a way that is deeply reflective of your uniqueness as a human being.**

**That my friends is the transference of authentic power and it is priceless.**

## Key #6: Leverage Your Platforms

*“You don't get paid to sing in the shower.” —HP*

Ain't that the truth! If we did, we'd all be trillionaires by now☺ If we could just sit and visualize perfect clients coming to us and they would magically appear on our doorstep. Wouldn't that be lovely...la, la, la. But we all know that's not the way it works. **You have to reach and develop an audience, but not just any audience, the RIGHT AUDIENCE.**

As you well know, there are many, many different platforms from which to choose. We generally use some combination of these channels to build our list and market to potential clients, but **most of us could stand outside our front door with a megaphone and get the same results.**

What we sometimes forget is **the goal of our company is to MAKE MONEY.** Sure we transform lives, heal, help or entertain people, but business is for PROFITS otherwise we would be running a charity. We often lose sight of that fact when we start marketing.

We write newsletters, blog, sponsor, speak etc. because somewhere along the line we were told that's what we have to do to grow our business. But **NOT ALL PLATFORMS ARE EQUAL FOR YOUR BUSINESS.**

There really are no good or bad platforms. You just need to know what the right ones are right for you and how to create a STRATEGY that leverages your brand presence there to maximize SALES.

**In order to leverage your platforms you need to be crystal clear about three things:**

- 1. Where your audience is hanging out.**
- 2. How to position yourself for high-end.**
- 3. For what is your ideal client is looking?**

First, where does your ideal client hang out? There's no point building up your Twitter feed if your desired audience is not there. Have you been asked to speak for a local organization? Will your buyers be there? How much time out of your day or week will you spend preparing for that one talk?

The question is, **are your activities STRATEGIC?** Are you leveraging your time?

You need to do research. And then SATURATE the platform you choose. If Facebook is where you want to be, learn as much as you can about posting effectively and using ads to target your audience. If your audience is more corporate, you may find LinkedIn is better. Learn how to maximize your networks there to get important introductions.

*"It is much more effective to exploit fewer platforms than to spread yourself thinly over the many channels."--HP*

Secondly, how are you positioned? Are you positioned to attract your ideal, perfect client? Many entrepreneurs are not seeing the results they want from their marketing because they are showing up the wrong way. Believe me when I say **pull marketing works. This is a blessing and a curse.** Whatever messaging you put out is the kind of clients you will attract. You have to have the right bait.

*"You cannot put a worm on the hook and expect to snag a whale."--HP*

The best way to get your dream clients is to know exactly who they are. Don't fudge! **Think about exactly who you want and then position yourself accordingly.** If you want a \$50,000 client, don't create a \$10,000 package. If you want get the attention of national thought leaders, you probably don't want to post photos of yourself speaking at the local nursing home.

Think about ways to create the highest perceived status and value around your brand. This is where your brand image becomes very, very important. **You MUST look the way your ideal client wants their expert to look.** Again, it doesn't necessarily mean you have to be all blinged-out, it does mean you have to understand your audience and give them what they are looking for.

Which brings us to the most important piece of the puzzle...

Finally, **how does your ideal client understand what they want? This is really important. You have to put yourself in the mindset of your audience.** You may think your ideal client wants more money, but believe it or not, for some people money is not their biggest desire. Maybe they already have a lot of money, but they are working too hard for it. What they really want is more down time.

Let's say you are a health coach. Maybe your ideal client needs to lose weight, but what they really want is to find someone to marry. If you keep talking to them about better health, you will miss the boat. They want ROMANCE. You will not attract them with lowered cholesterol.

On the other hand, if you have a 60 year old married man who's doctor has told him he is going to have a heart attack if he doesn't lose weight, he will be thrilled about lowering his cholesterol and will not be as motivated by the romance piece.

**When you figure out what the greatest needs and desires of your perfect client is and position yourself as the solution to their problem, your path is golden.**

BONUS KEY