# Anatomy of a Brand Manifesto

# Example

**(Who I am)**
My name is Heather Poduska. I am the owner of clear Voice Branding. I am a brand, image and marketing strategist.

**(What I do, specifically for whom, who is struggling with what)**I show entrepreneurs who are trying to grow their businesses how to create authentic and compelling brands and effective marketing strategies to attract more of their ideal clients.

**(How I do, or uniquely do, what I do)**
I do this by helping them recognize and embrace their strongest, most marketable attributes and show them how to present, package and effectively communicate that value to their audience.

**(What result do they get)**
As a result, my clients get the tools they need to move forward in their businesses with confidence and clarity.

**(What differentiates me from others)**
What makes me different from other brand, image and marketing professionals is that I have over 30 years performance experience as a classical singer which gives me a unique insight into what it takes to find and fine-tune a strong, unique voice, how to present and package that voice and how to find and engage an audience.

**(Call to action)**
I often say, trying to find you own voice is like trying to cut your own hair, you usually do better with some outside perspective. I love helping entrepreneurs find their own powerful voice and if you’d like to know more about what I do or how we can work together, I invite you to talk with me after the presentation or visit my website at clearvoicebranding.com.

**Who I am and what I do:** This can be your title, your job description or your brilliantly clever, results oriented brand handle. “I am Sam Jones and I am a copy crusher.”

**What I specifically do for whom, who is struggling with what:** What are the top 1-3 pain points of your ideal client?

**I help \_\_\_\_\_\_\_\_\_\_\_\_ who struggle with or want \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ get \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

**The way I uniquely do this is…**

**As a result, my clients …** Name the top 3 results your audience is hungry for.

**What differentiates me from others is….**

**My call to action: If you would like to go from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_...**What exactly do you want them to do? Where do you want to direct them?

Putting it all together……