

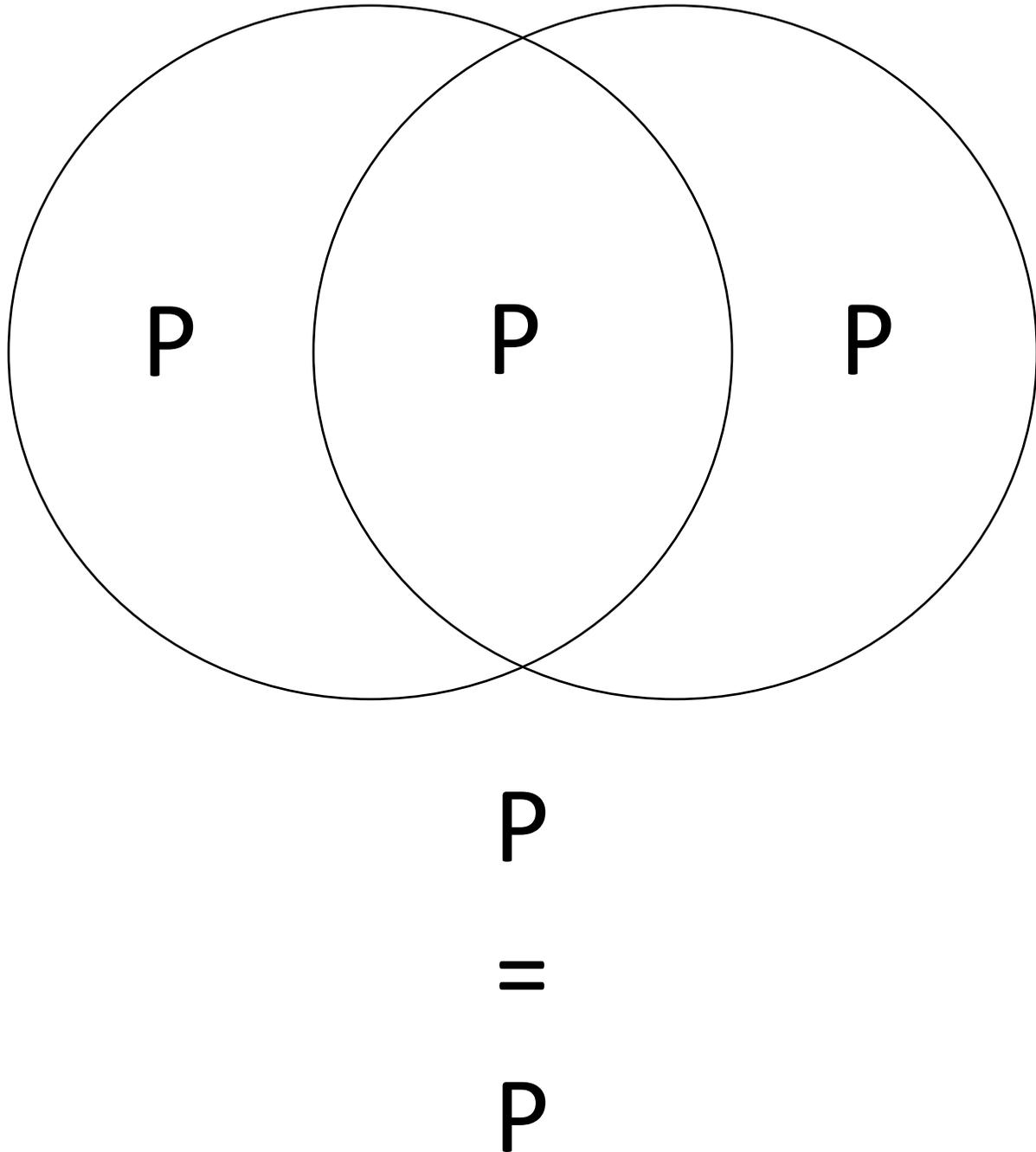


BREAKTHROUGH BRANDING

**A Blueprint for Building a
Powerful Signature Brand**

By Jennifer Henczel

5Ps to Client Attraction Model
A Personal Branding Model Created by Jennifer Henczel



5Ps to Client Attraction Model

LEFT: Passion

Everything starts with your passion. You must do something that will energize you and sustain you through the hard times.

RIGHT: Pain or Problem

You must be able to identify your customer's pain or problem in order to provide a solution. You can't assume what a solution might be, unless you know that a need exists for that solution. Start by knowing your customer. Create an Avatar that illustrates and exact character with all the attributes of your customer, who they are, what motivates them, and where you can find them.

CENTRE: Purpose

Your purpose is how you will serve the world with your passion.

What happens when you only operate from your passion? You may not make much money if you don't know your audience.

What happens if you start a business only founded on providing a service that may make money, but that you have no passion for? If you aren't over-the-top excited for what you do, you may get burnt out quicker, and it will be hard to manage the business through any hard times.

When your **Passion** and the **Pain/Problem** converge in a balanced way, you are in **alignment**. When you are out of alignment, you'll know because something won't feel right. Either you won't be making enough money, or you you'll be exhausted by your work.

= Programs

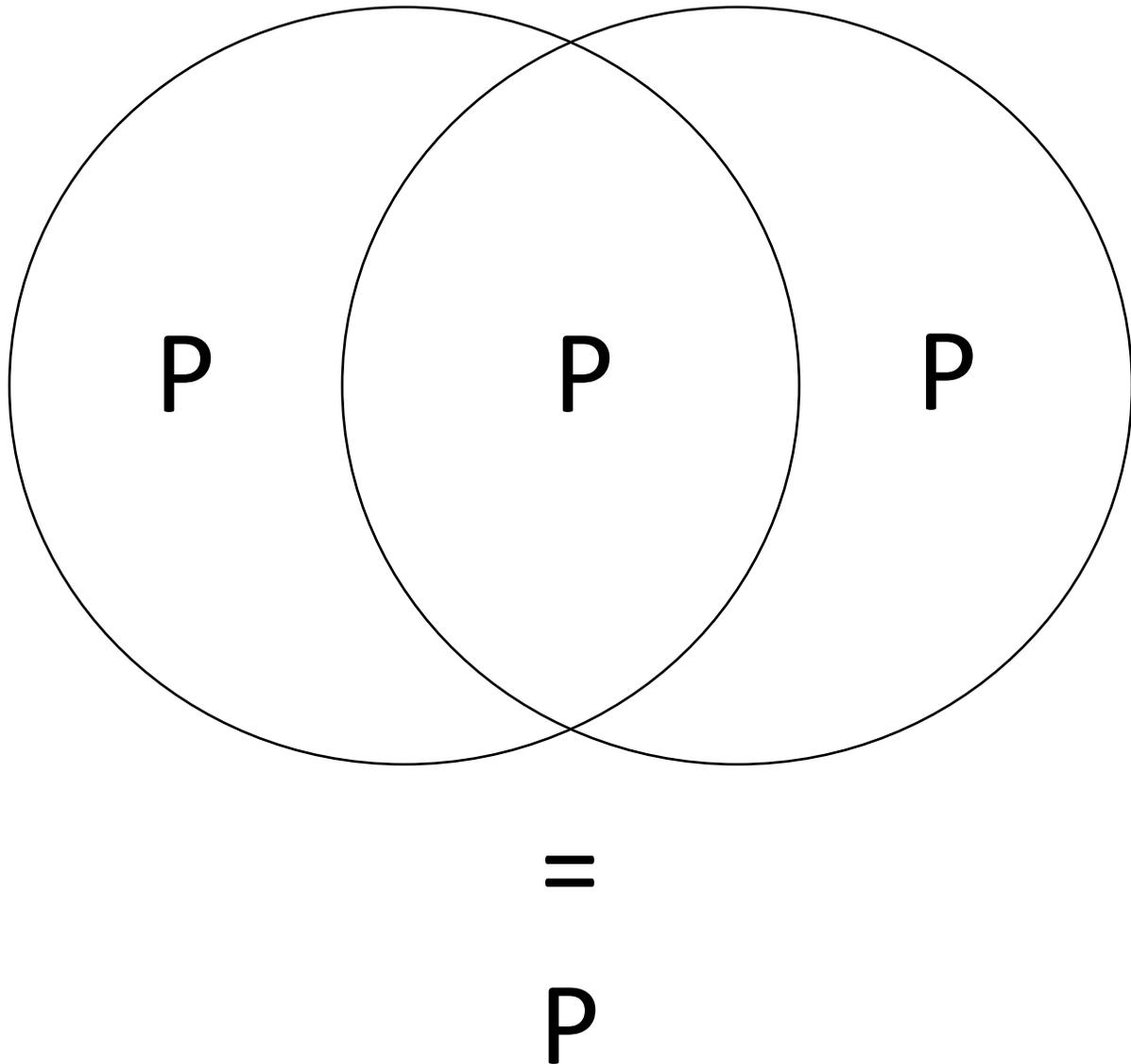
When you know your purpose, you can create programs that your audience wants. Programs is an over-arching term here, and it includes everything from membership sites, to online courses, to live workshops, training weekends, 1 on 1 Coaching.

+ Payment | Profit | Passive Income

I show you how to make money from all of this in my Inspired Influencers Academy.

Breakthrough Branding

A Blueprint for Building a Powerful Signature Brand



4Ps to Client Attraction

A Personal Branding Model Created by Jennifer Henczel



Your Passion

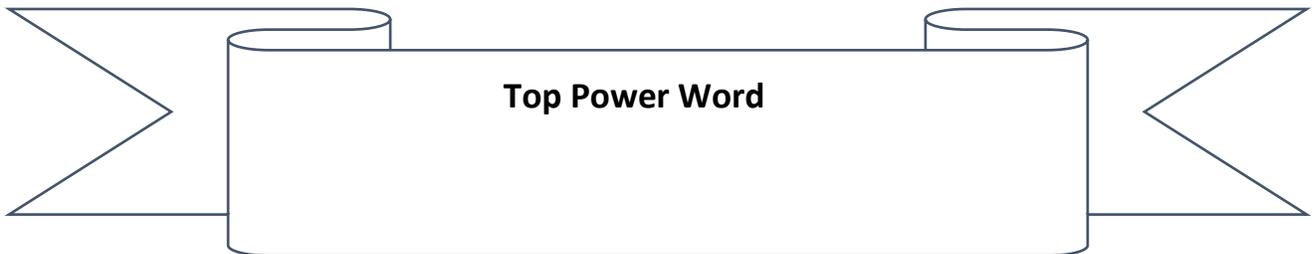
From the list of Power Words, select your top 10 choices. The purpose of these exercises is to awaken you to new possibilities, so don't censor yourself. After all, that is what brainstorming is all about. Unfiltered ideas. We'll sort them out later. Use your schedule sheet to book in time to work further on any questions you'd like to explore more deeply.

Top 10 Power Words

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Top 3 Power Words

What ignites you?


Top Power Word

Values

_____	_____
_____	_____

Below are the questions I use with my coaching clients to get to the root of their passion. Schedule time to work on any questions that you need to dig deeper into, so that you can find what really IGNITES you. Your answers will help you to further refine and realize your true passion, and how you can better reach and help your audience, resulting in a more fulfilling purpose. Every person is different, and will respond to some questions more than others to discover new things about themselves. If you find a question that doesn't resonate with you now, then skip it. Spend time on the questions that reveal meaningful AHA! moments.

What drives you?

What couldn't you live without? What breaks your heart?

What do you want your legacy (as an individual, group or organization) to be?

What gives your life purpose and meaning?

What types of actions are aligned with your power words and values?

How do you want to show up in the world?

What do you want to accomplish in your life?

What are you willing to do to achieve those accomplishments?

What is your favourite quote?

List the top 4 people you admire in your industry:

What are the characteristics of their personal brand? (e.g., background story, signature phrase, nickname, style, etc.)

What do you admire about them?

Where do you see them most often? (online sites, offline, seminars, etc.)

What makes them unique?

What problems do they solve?

What Others Think of You

Who cares, right? When it comes to finding your true purpose, what others think might seem like the last thing you should consider. But the truth is, what others think of, when they think of you - as far as your business and creating an income for yourself - can offer valuable insight into your unique genius. And once you find that, your passion won't be far behind.

So think about the questions your friends and family and even Facebook acquaintances ask of you. Do they come to you for assistance with their family finances? Writing a resume? Organizing the kitchen?

Are you a sounding board for dating troubles? Called upon for career advice? Consulted when the family dog won't quit barking?

Whatever it is your friends and family rely on you for, they don't do it out of loyalty or because they don't want you to feel left out. They do it because they value your input and opinion. They know that you have not only a natural talent, but **a passion** for what you do.

How do other people see you now?

The Queen/King of...

The top solution provider for...

A genius at...

What medium do you enjoy working with the most? (video, audio, social media, blogging, or a mixture of all of the above)

What's unique about you?

What do you want to be known as? (e.g., the person who does X)

What's your style? (e.g., casual, professional, grunge, etc.)

What is your slogan or what phrases do you use when attracting the ideal client to your business?

What else do you want people to know about you?

Mission vs. Vision Statements:

Your mission and vision can be used to help keep you focused and guide your marketing and time management decisions. When these are defined, it helps to keep you on track.

Mission

Your **current** Operations. Why you do what you do now. Defines the present state or purpose of an organization. Is written succinctly in the form of a sentence or two, and for a smaller window of time (1 to 3 years) Answers three questions about why an organization exists:

- WHAT it does and what it does for the client (result).
- WHO it does it for.
- HOW it does what it does.

Vision:

What you hope to be in the **future**. Defines the optimal desired future state - your ultimate dream and grandest idea - of what you and/or your organization can achieve over time (5, 10, or more years). Is written succinctly in an inspirational manner that makes it easy for you, clients, or employees to repeat it at any given time. Make it big and grand expressing your deepest desires and dreams. **A very general example:** "To change the world one mom at a time."

Your Audience's Problem/Pain

You're potential client's problem, is your opportunity.

Identifying your Avatar

Defining your avatar is one of the first steps you should take once you decide you'd like to start your own business. Avatar is another word for "Ideal Client."

You can't start – and then continue to grow – a successful business where you do X, Y and Z if you don't know who you're doing all of that for. So who is your avatar? Let's look at a comparison so you have an idea of what defining your own avatar might look and sound like.

What an avatar is not:

"My avatar is anyone who likes the topic X and wants to learn more about it."

Example of an Avatar:

"My avatar is 32. Her name is Jessica, and she is a writer. She's been wanting to start a blog for months now, but she doesn't know where to start. She's a good writer, but she could really use some help on how to structure and format a blog post – plus, she's not really sure what exactly she wants to write about most of the time. Jessica is compelled to learn all she can about blogging and writing, so she hangs out online in several blogging groups on Facebook and LinkedIn, and offline at 5 very specific meetups for writers and business owners. She is working part-time and earning her graduate degree online, so she's usually studying up on how she can start her blog on the weekends. Jessica lives with her boyfriend and they both want to travel more, hate their jobs, and don't make enough money."

I not only know a bit about Jessica (her demographics), but I also have a good idea about what her biggest obstacles are and her pain points – and as importantly as what her pain points are, I also know what she wants MOST (her dreams and aspirations).



Visualize a real person. When you speak, you speak to your avatar. When you write, you write to your avatar. Defining your avatar is like your stake in the ground.

Where does your avatar – your ideal clients - hang out?

- In online communities (Facebook, LinkedIn, Google+)
 - At in person meet ups (meetup.com, conferences)
 - Through your own networks (asking others if they know someone like your avatar)
-
-

Once you've found them, really talk to them. Invite them to sign up for a free 15-minute chat, and ask them:

- What are your biggest struggles?
- What are your dreams and aspirations?
- What don't you like about your current situation?

Plus, what is one more question you ask that has a powerful impact on your clients, causing the most activity and epiphany?

Starter suggestions:

- “What is your _____”
 - “Which one, single _____”
 - “If you could change _____”
 - “Are you feeling stuck in _____”
 - “Do you find it harder to _____ than _____”
 - “Do people always [*do something to you*] _____”
-
-

Now, describe your avatar in one clear and brief sentence:



A scroll-shaped writing area with five horizontal lines for text. The scroll is flanked by two triangular shapes pointing towards each other, creating a banner-like effect.

What is your client's biggest #1 main pain or problem?



A scroll-shaped writing area with five horizontal lines for text. The scroll is flanked by two triangular shapes pointing towards each other, creating a banner-like effect.

What are your client's desired pleasures, dreams, results, and outcomes?
(1 -2 sentences max.)



A scroll-shaped writing area with five horizontal lines for text. The scroll is flanked by two triangular shapes pointing towards each other, creating a banner-like effect.

Your Purpose

Your purpose is what happens when your passion converges with your ideal client's problem/pain/pleasure.

What common themes did you see between your passion and your client's pain/problem/pleasure?

What is my favorite activity related to that theme?

This is your super power! Example:

"My super power is connecting with people, and connecting people with others and the resources they need to succeed." Jennifer Henczel



How can I spend my days doing more of that, and less of the stuff I'm not so fond of?



Create your signature phrase using your power words: Examples:

“Connect Now. Networking works!” and “Connect Now is the place to get connected. It’s the place to get inspired and be inspiring.”

A graphic of a banner with a central rectangular box and two side flaps, intended for a signature phrase.

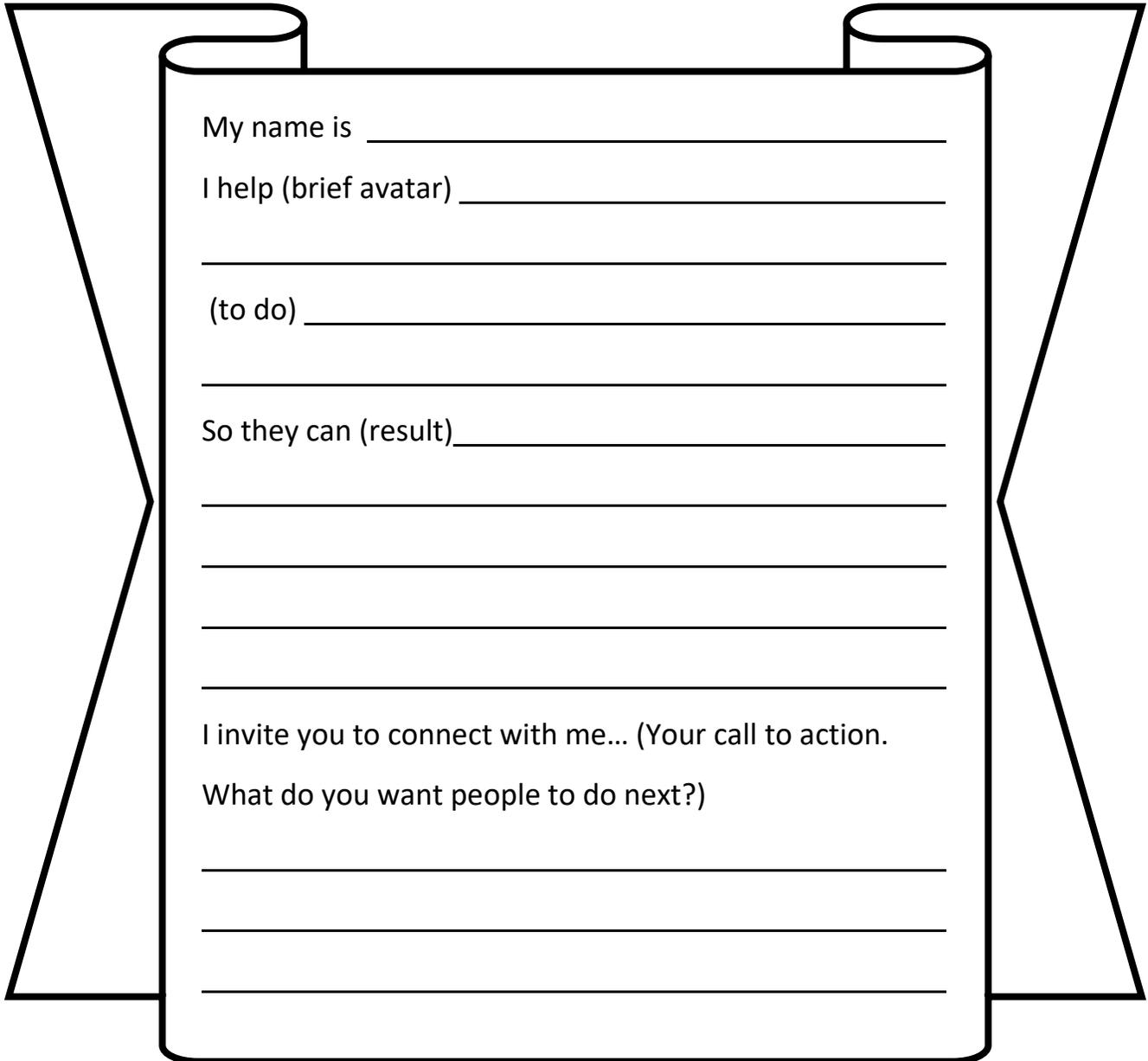
What is the solution you provide to your client? (one sentence)

A graphic of a banner with a central rectangular box and two side flaps, intended for a solution statement.

What result or outcome does your client experience, when you provide the above solution? (One compelling sentence).

A graphic of a banner with a central rectangular box and two side flaps, intended for a result statement.

Your Purpose Statement



My name is _____

I help (brief avatar) _____

(to do) _____

So they can (result) _____

I invite you to connect with me... (Your call to action.
What do you want people to do next?)

NOTE: Guess what, this is also your personal branding statement and Power Intro. Express who you are, what you do, and the problem you solve in 3 – 4 sentences maximum.

3 Things

What are the most important and substantial things you want people to know that will inspire and motivate them? Things you are so passionate about, and that you want the world to know!

Assert your point along with a brief solution to that point. Express the results of what the world looks like - could look like, would look like - with your solutions in place and positively affecting people's lives. We're developing the language here that you will use to inspire people with who you are. Pull from your collection of information and inspirations in this workbook. Be creative. Use your power words and brand phrases where applicable. **Examples:**

We need each other. Being an entrepreneur can be isolating. Make efforts to be around like-minded people. Get out of the office, and away from your devices. Be revived. Be renewed.

We are stronger together. Focus on what you can give, not take. Expand your reach. Opportunities are abundant. Empower each other.

Realize your true value. See other's true value. Participate in education and enlightenment to better your life and the world around you.

Be a leader. Be organized, yet flexible. Build up. Lift up. Level up. Celebrate. Let's help each other build our businesses!

1. _____

2. _____

3. _____

Your Manifesto

Your manifesto is not a description. Your manifesto is a declaration! A manifesto inspired action and community.

Declare it! Own it. Be it. Live it. Love it. Love who you are and what you bring to the world. Start with an image and your favourite quote.

Manifesto Examples:

- Apple: youtu.be/4oAB83Z1ydE
- Baz Luhrmann - Everybody's Free To Wear Sunscreen youtu.be/sTJ7AzBIJoI
- Holstee Manifesto holstee.com/pages/manifesto
- Lulu Lemon manifesto info.lululemon.com/about/our-story/manifesto
- Connect Now Manifesto
- Women in Business Manifesto cnbn.ca/women-in-business-manifestos
- 1000 Manifesto www.1000manifestos.com/list
- See more examples on the Notes page: CNBN.ca/breakthrough-branding-notes

Longer Manifestos:

- [Motivation Manifesto](#) Brendon Burchard
- [Laws of Success](#) by Napoleon Hill
- [Checklist Manifesto: How to Get Things Right](#) by Atul Gawande
- [Simple Success Manifesto](#) by John Bardos
- [Big Magic](#) by Elizabeth Gilbert
- [The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change](#) by Stephen Covey
- [Focus: A simplicity manifesto in the Age of Distraction](#) by Leo Babauta
- [279 Days to Overnight Success](#) by Chris Guillebeau

I believe...

My superpower is...

My purpose is...

It's all about...

3 Things I want to tell the world...

Closing exclamation. Make it powerful!

Connect Now Manifesto



"Sticks in a bundle are unbreakable."

(Kenyan Proverb)

We believe we are stronger together. We believe that people want to connect, and they want to connect with YOU.

Our superpower is connecting with people, and connecting people with others and the resources they need to succeed.

Our purpose is creating WIN-WIN opportunities for connecting, collaborating, and building strong communities.

It's all about helping people to help more people, and building strong circles of support, together. Reciprocity. Positivity. Gratitude.

We need each other. Being an entrepreneur can be isolating. Make efforts to be around like-minded people. Get out of the office, and away from your devices. Be revived. Be renewed.

Focus on what you can give, not take. Expand your reach. Opportunities are abundant. Empower each other.

Realize your true value. See other's true value. Participate in education and enlightenment to better your life and the world around you.

Be a leader. Be organized, yet flexible. Build up. Lift up. Level up. Celebrate. Let's help each other build our businesses!

Connect Now is the place to get connected. Get inspired and be inspiring. Connect Now. Networking works!

Jennifer Henczel's Manifesto



"Build Bridges, Not Walls."

I believe we are stronger together. I believe that people want to connect, and they want to connect with YOU.

My superpower is connecting with people, and connecting people with others and the resources they need to succeed.

My purpose is to work with business owners who are overwhelmed with all the marketing options, and help them navigate through the choices to create a client attraction system that works.

It's all about helping people to help more people, and building strong circles of support, together. Gratitude. Reciprocity. Encouragement. Communication.

We need each other. Being an entrepreneur can be isolating. Join a group of like-minded people. Be revived. Be renewed.

Focus on what you can give, not take. Expand your reach. Opportunities are abundant. Empower each other.

Realize your true value. See other's true value. Participate in education and enlightenment to better your life and the world around you.

Be a leader. Be organized, yet flexible. Build up. Lift up. Level up. Celebrate. Let's help each other build our businesses!

Join me in this movement of connecting, collaborating, and CRACKING the Client Attraction Code!

Payment or Passive Income



As an entrepreneur, you will come across THOUSANDS of forks in the road – decisions that you feel are putting the weight of the world on your shoulders.

- What type of content should I create?
- What should the focus of my content be?
- How long should my content be?
- When should I publish my content?
- What tools and resources should I choose?
- And...

How will you capture leads? What is your opt-in offer? How will you make your most important client question, and your solution to their problem, interactive? How will you engage them and get them into your funnel?

- Offer visitors a free guide, report, audio, video
- Offer an assessment, template, or checklist.
- Offer a complimentary discovery call.
- Supply a QR code to send them to an app, page, or site for a gift or discount.

Do you know exactly what your funnel looks like?

STEP #1: _____
STEP #2: _____
STEP #3: _____
STEP #4: _____
STEP #5: _____

What is your product or program? What programs or products do you have in place now? Do you know what type of program you want to create? What is the name of your program?

Catchy title: _____

Subtitle reinforcing title concept: _____

What actions could I take that would get me close to my 'someday' dreams:

In the next week _____

In the next month _____

In the next 3 months _____

What tools and strategies do I need to have in place right now to start moving towards my dreams?

Imagine it is December 31st - what tools and strategies do you have in place that have made a difference in your business?

Can you get there on your own? Do you need help to learn what needs to be done right away? Do you need accountability to stay on track?

Scheduling Sheet

What are the top 3 tasks I need to do in the next week:

(CHECKMARK the circles when the action is completed)

The form consists of three horizontal rectangular boxes for writing tasks. To the left of each box is a colored circle. The top circle is light purple and has a diagonal line through it. The middle circle is light green. The bottom circle is medium purple and has a diagonal line through it.

One week later: How did I feel about taking these actions? Were you able to complete them all yourself, or do you need help?
