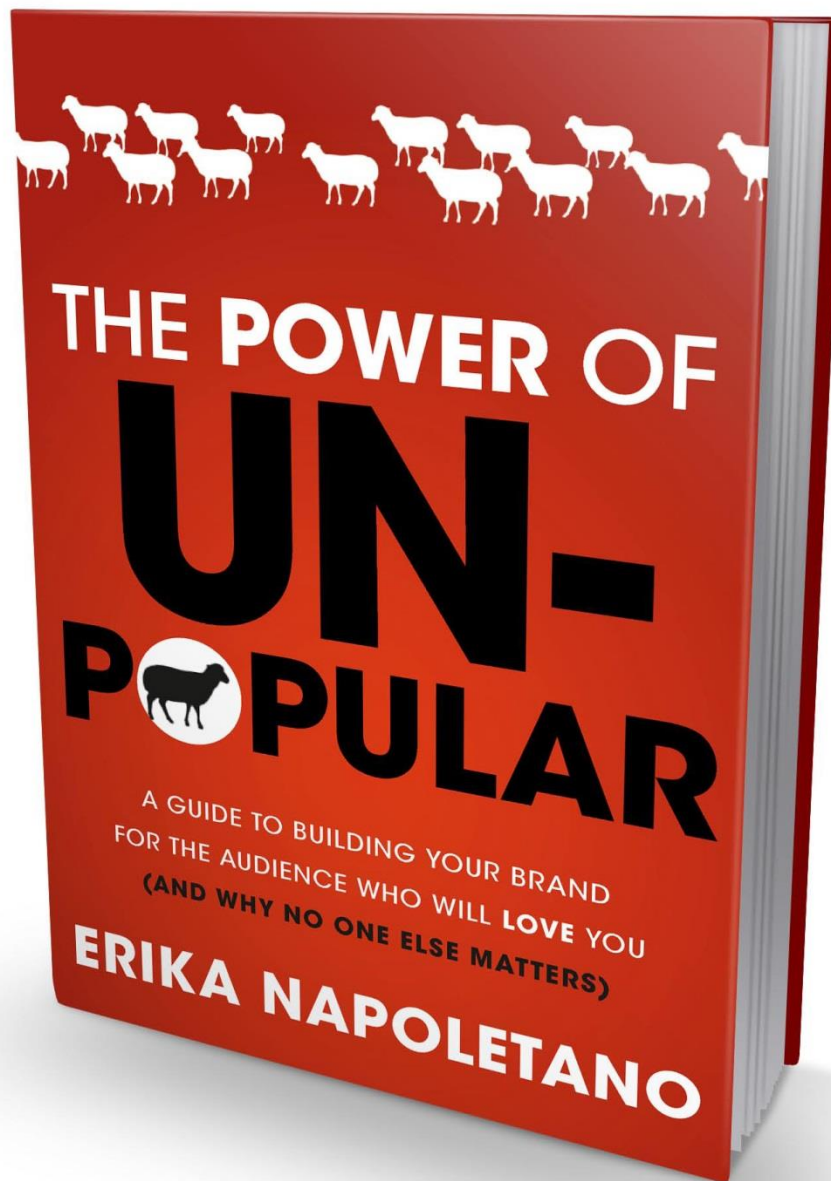


Your Secret Sauce Ingredients (and Using Them MOST Effectively)

A Digital Dining Room Production

WORD
Chef





Is this You?

Not sure what makes you
different from your
competitors?

Struggle to create a
tagline or an elevator pitch
that grabs attention?



Imagine if You Could...

- Work with clarity
- Explain who you are
- Get more attention
- Be remembered
- Connect with new customers
- Lead a community

What IS Your Secret Sauce?

- Passions
- Values
- Strengths
- Weaknesses
- Motivations
- Skills
- Goals
- Your Customers



Your Story = Your Brand

- How People Understand You
- The Persona of your Business
- Expressed visually, through words & emotions



What's In a Solid Brand?

- Core Strength(s)
- a Weakness/Vice
- a Quirk
- a Mascot/Talisman
- STORIES!



The 9-Step Process

#1: Self-Inventory:

- Passions
- Values
- Strengths & Weaknesses
- Motivations & Goals
- Skills
- Work History
- Major Life Experiences

The 9-Step Process

2: Get Inside Your Ideal Customer's Head:

- What is their #1 problem/desire?
- Who are they?
- Where do they hang out?
- Their unique world view





The 9-Step Process

3: Find the Archetypes:

- Fairytale characters
- Comic book heroes
- Cultural themes
- Career paths



The 9-Step Process

4: Look for patterns and connections:

- Where are there overlaps between you and your Ideal Client?
- What themes keep repeating themselves?

The 9-Step Process



5: Outline the Story:

- Main character(s); heroes, villains
- What is the hero's mission? Vision?
- What results does she facilitate?
- What makes her unique?

The 9-Step Process

6: Translate words to images:

- Metaphors
- Mascots
- Talismans
- Colors
- Fonts
- Themes

The 9-Step Process

7: Test!

- Get feedback from small groups
- Does the audience “feel” what you want them to feel?
- Does the audience get excited?

The 9-Step Process

8: Create a Plan to Rollout:

- Where do you need to be?
- What are your SMART goals?
- What help do you need to implement?

The 9-Step Process

9: Implement!

- Watch and monitor
- Review results
- Adjust for next time

Storytelling: Big S, Little s

- Big S = Your About Page, Your Back Story, Your Mission, Vision, Values, Your Manifesto, Your Content (blog posts, etc)
- Little s = Your social media posts, your emails, how you show up online and in person

Get On Your Soapbox...



Be a 3-Dimensional Human

- Share bits of your outside-work-life
- Share your weaknesses & quirks
- Use Humor



Be Visual



Your mission: The About Page

- Do an inventory of your assets
- Find the best THREE to incorporate into your branding
- Modify your About Page so that these are highlighted in some way
- Come up with THREE social media posts (tweets or status updates) that illustrate these bits of you.



THE DIGITAL DINING ROOM

Private, year-long group & 1-on-1 coaching program

- One topic each month
- Three group meetings via G+ Hangout
- Missions and accountability
- Private meeting w/ me monthly
- Unlimited email access to me
- Networking
- Dedicated website
- Forums & Facebook

{Digital}
Dining Room



When I was a kid I loved to...



**I Can't Pass Up a Book or a
Movie about...**



If I played hooky from work for a week, I'd spend my time...





**Most people don't know this
about me, but I really enjoy...**

**I am the
Go-To
person
when my
friends
need help
with...**



A man in a dark trench coat, a blue tie, and a dark fedora is being kicked in the chest by a woman dressed as Wonder Woman. The woman is in a dynamic pose, wearing her iconic red, gold, and blue costume with a star on her chest and a tiara. She is wearing red boots with gold cuffs. The background is a dark, urban street scene with buildings. The text "If I could star in my own TV show, it would be about..." is overlaid in white on the left side of the image.

**If I could star in my
own TV show, it
would be about...**

**If I were to
make a
homemade
gift, it would
involve...**



I only tried it once or twice, but I really enjoyed...



The closest I come to a runner's high is when I'm...



Find Your Top 5

- Compare answers two at a time
- Close your eyes
- Imagine your life with/without
- Fantasize with a friend



Questions?



theWordChef.com
bit.ly/sauceyclass