



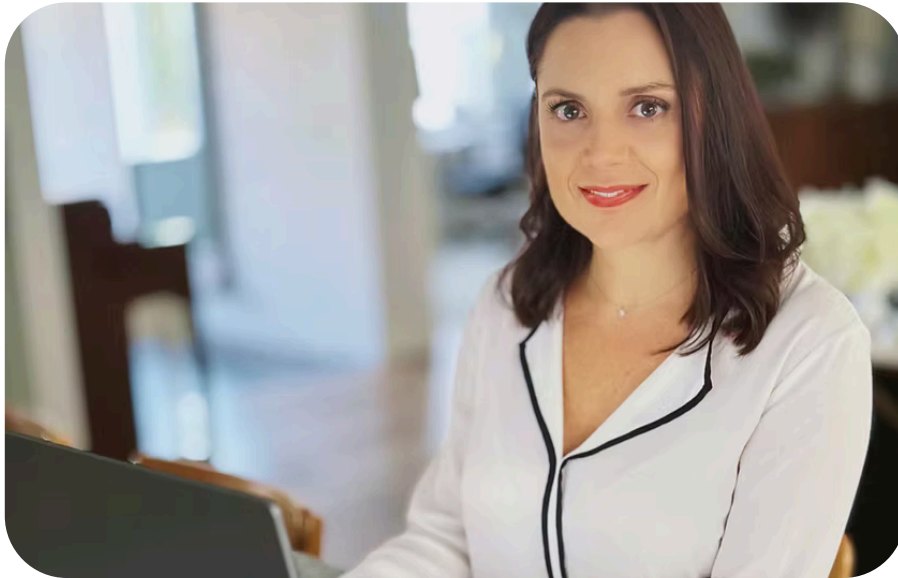
# The Ultimate Guide to Nailing Your Message

A simple, step-by-step approach to defining your brand voice, crafting your “I help” statement, and speaking to the clients you actually want.

**FREE GUIDE**



[SIMPLYSAIDCREATIVE.CA](https://SIMPLYSAIDCREATIVE.CA)



# Welcome

Hi, I'm Sarah — I'm so glad you're here.

If you've ever struggled to explain what you do, felt like your message was all over the place, or kept rewriting your Instagram bio hoping it would finally click — you're not alone. The truth is, most business owners don't need a full rebrand. They just need **brand clarity** — a clear understanding of what they want to say, who they're talking to, and how they want to show up.

That's where this guide comes in.



# What Brand Clarity Actually Means

## AND WHY DOES IT MATTER?

You don't need perfect copy — you need brand clarity: a message that feels true, sounds like you, and connects with the right people.

This guide will help you get clear on:

- What you do and why it matters
- Who you serve and what they need to hear
- How to say it in a way that's natural, consistent, and aligned with your brand

Because when your message is clear, everything else — your website, content, and offers — gets a whole lot easier.

# How This Works

THIS GUIDE HAS TWO PARTS:

This is your space to uncover the foundation of your brand message — no jargon, no fluff, just clarity you can actually use.

Inside, you'll work through two parts:

## Part 1: Build Your Message Foundation

You'll answer a series of deep but simple questions to uncover your voice, your message, and your brand's "why."

## Part 2: Create Your "I Help" Statement

Use what you've uncovered to write your signature "I help" message — the one that helps people instantly get what you do and why it matters. I'll show you how to write it yourself or use ChatGPT to help, even if you've never used it before.

By the time you're done, you'll have the language and direction you need to start showing up with confidence — whether that's on your website, social media, or in real-life conversations.

Let's make your message simple, strong, and unmistakably you.

♥ Sarah





## PART 1: Build Your Message Foundation

# Your Brand Soul – Why You Do What You Do

## 1. Why did you start your business?

*Go deeper than “to make money.” What really pulled you in?*

## 2. What values guide your work?

List 3–5 words that reflect what matters most in how you show up.  
(Examples: *freedom, creativity, integrity, ease, impact, curiosity*)

## 3. How do you want your business to impact people’s lives?

*What changes for them when they work with you or buy from you?*

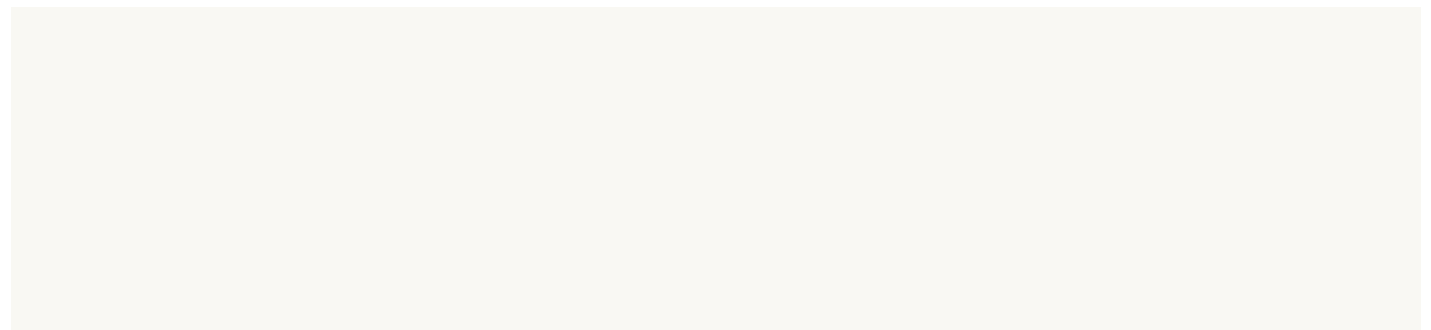
# Your Brand Voice – How You Show Up

## 4. Choose your brand's personality in 3–5 words.

If your brand were a person, how would they talk?

*Check all that apply or write your own:*

- ☐ Friendly
- ☐ Bold
- ☐ Playful
- ☐ Calm
- ☐ Direct
- ☐ Encouraging
- ☐ Honest
- ☐ Warm
- ☐ Thoughtful
- ☐ Quirky
- ☐ Professional
- ☐ Other: *(list them below)*



## **5. Are there words or phrases you always use (or avoid)?**

Do you have specific terms? *(if so, think about whether your users will understand them)* Use emojis? Speak formally or casually?

## **6. How do you want people to feel when they engage with your brand?**

*(Examples: Seen, motivated, calm, empowered, energized, supported...)*



# Your People – Who You Help

## **7. Describe your dream client or customer.**

Think of a real person you'd love to work with.

## **8. What are they struggling with?**

What's getting in their way right now?

## **9. What do they really want?**

What are they hoping to feel, fix, or achieve?

# Your Offer – What You Do & Why It Matters

## **10. What do you offer (in simple words)?**

Not jargon—just what you actually do.

## **11. What problem does it solve?**

What are they stuck on that your offer helps them move through?

## **12. Why you?**

What makes your process, experience, or approach special?



## PART 2: Create Your “I Help” Statement

Now that you’ve filled out your worksheet, you’re ready to write your “I help” message—the one you’ll use on your homepage, about page, social bio, and more.

## OPTION 1: Write It Yourself

Use your worksheet to write a short paragraph that sums up what you do, who it's for, and why it matters.

### **Prompt...**

"I help [your audience] [solve their problem or reach their goal] through [your offer]. I do this because [your why]. My brand is [tone words] and grounded in [your values]."

Write it here:

## OPTION 2: Let ChatGPT Help You

Never used ChatGPT? It's like having a friendly assistant who can take your answers and shape them into a paragraph—for free.

### How to Use ChatGPT (for Beginners):

**Step 1.** Go to [chat.openai.com](https://chat.openai.com)

**Step 2.** Create a free account with your email

**Step 3.** Fill out the answers below.

**Step 4.** Copy and paste the prompt and put it into ChatGPT:

#### The prompt...

Hi! I'm working on my brand. Can you help me write a short paragraph about what I do and who I help? Here are my answers:

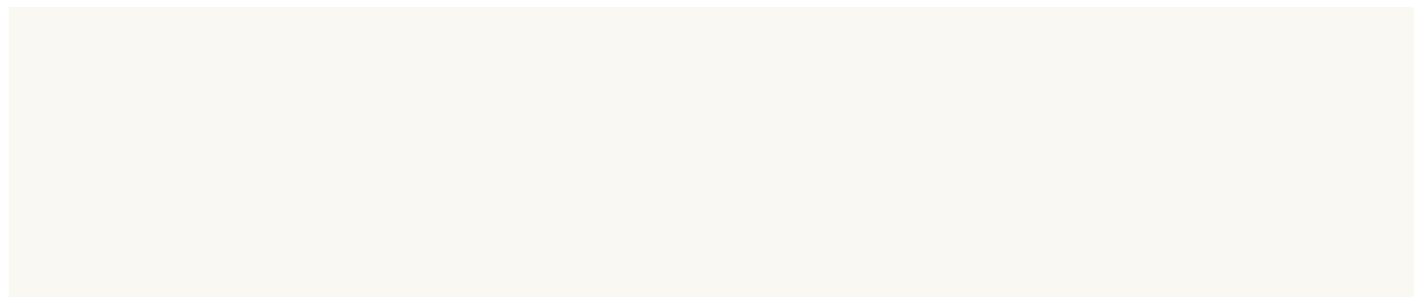
- Why I started: [paste your answer]
- Who I help: [your audience]
- What I offer: [your service]
- My values: [your values]
- My tone: [your tone words]

Can you put that into a short paragraph I can use on my website?

**Step 5.** You'll get a paragraph back! You can reply with:

- "Can you make it more casual / warm / bold?"
- "Can you simplify this?"
- "Can you make this more user friendly?"
- "That sounds too sales-y—make it more natural."

**Step 6.** Insert the final version here:



## What to Do Next?

You've laid the foundation and crafted your message — now it's time to start using it. Here's how to take the next step with confidence:

### **Test your message in real life**

Try using it in your bio, on your website, in your content, or when someone asks what you do. See what lands — and tweak it as you go.

### **Keep it close**

Save your message where you'll see it often. The more you use it, the more natural it will feel.

### **Build on what you've created**

Your "I help" statement is just the beginning. From here, you can shape your full brand voice, content pillars, and offers — all rooted in this clarity.

### **Want help taking it further?**

Book The Message Accelerator — a 1:1 strategy session where we'll refine your message, define your brand voice, and create a personalized Messaging Brief you can use everywhere you show up.

♥ You've done the work. Now let's make it work for you.

**[Book The Message Accelerator →](#)**



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