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## **YOUR VOICE IS AUTHENTIC (AND UNIQUE!). FIND IT**

I believe **your story matters**. It's different to anyone else's. And it's your business's **secret weapon**.

## **DON'T HIDE THE REAL YOU**

**So many people shy away from sharing who they really are** on their business websites. Either because they lack confidence, or they think other people won't be interested, or because writing about yourself is difficult!

## **THERE'S A WAY OF TELLING YOUR STORY THAT FEELS RIGHT AND WILL WIN YOU MORE WORK**

Businesses and **the people at the heart of them** have so much personality. Look closely and you'll find more to work with when **telling your story** than you might at first think. **Find what makes you unique** and express it in **the simplest, most direct and memorable way**. Let's market ourselves with the same energy and positivity that we put into actually running our businesses.

## **INVEST IN YOUR CUSTOMERS**

Clearly **understanding who loves what you do** helps you to be completely **customer focussed**. Create a greater impact on your website this way, with your **unique perspective** at its core, and you won't have to sell to your ideal clients. They'll come to you when the time is right (for them).

## **BUILD CONFIDENCE. (YOUR OWN. IN YOURSELF)**

David didn't stand in front of Goliath and worry about how big the giant's sword was. **He knew who he was**, what he was good at and what made him different to his enormous foe. **He used those things to his advantage**. He was also brave enough to step out of the crowd in the first place and take the fight to the Philistine.

**Imagine being that confident in what you do and how it helps people.**

## **CONNECT WITH CUSTOMERS.**

## **LET THEM UNDERSTAND HOW YOU CAN HELP**

I believe if you **communicate clearly** your business will grow. **Stand out with a clear purpose**. Waste less time chasing the wrong type of leads and spend more time doing the job that makes you great. **Better work**. Valuable customers. Meaningful relationships. **Getting the type of work you love will give you the business (and life) you want.**