



# modern créatif

4 STEPS TO FRAMING YOUR BRAND



## Four Steps for Framing Your Consulting Brand

Can you streamline your 20+ year work history and experience into a concise brand that communicates clearly what you do?

If we were at a party together, you walked away, and the person next to me asked what you do, would I be able to clearly outline it?

Do your old-coworkers, peers, family, and existing network know how you are able to assist them?

Don't be overwhelmed, if answering these questions seem difficult at first, it is okay. I would like to step you through four steps when developing how you would like to frame your brand as a consultant.

Step 1: Make a list of all of the things that you have done from a professional, volunteer, continued education, and leadership perspective. It may take you a few days to develop the list. Take your time. This list will be very valuable when evaluating what your transferrable skills are. -Grab 2 highlighters, now circle everything that you enjoy doing, next circle the things that you don't mind doing. Evaluate what you did not circle because these are most likely the things you will not offer as a consultant, delegate or outsource.

Step 2: What three things would you like to be known for? How do the things that you enjoy doing fit under each of those three categories?

Step 3: Think about how you would like the world to see you and remember that you control the narrative. How you engage with individuals online and in-person will help mold the presentation of your consulting brand. The content that you choose to share will be reflective of who you are as a Subject Matter Expert and the expertise you have to offer. This expertise should be back by facts, experience, and credentials and not just opinion based.

Step 4: Get clear on the problem you solve and who you solve it for. This will make it easier for you to explain what you have to offer and for others to refer you.





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