



Build the Brand

How to Name, Position, and Present Your Mission or Business

Create a brand that looks credible, sounds clear, and attracts the right people.

THE STRATEGY COUNSEL

FUNDABLE • VISIBLE • COMPLIANT

Welcome — Why Branding Matters

Whether you're launching a startup, leading a nonprofit, building a coaching practice, or writing your first book — your brand is the first thing the world sees before you ever say a word. It determines whether someone stays on your page, trusts your pitch, or clicks away in three seconds.

What We'll Cover Today

- What a credible brand actually includes
- How to name, position, and present your work
- The 5 parts of a founder brand that converts
- Tools you can use immediately after this session

Who This Is For

- Founders and entrepreneurs at any stage
- Nonprofit and ministry leaders seeking visibility
- Consultants, coaches, authors, and service providers
- Anyone whose brand isn't yet working as hard as they are

Brand Is More Than a Logo

Most people think branding is about colors, fonts, and a nice logo. But that's just the surface. Your brand is the total experience someone has when they encounter your mission — what they feel, what they understand, and whether they trust you enough to take the next step.



Your Message

The words you use to describe what you do, who you serve, and why it matters — in language your audience actually understands.



Your Reputation

What people say about you when you're not in the room — and the consistent experience that earns that reputation over time.



Your Visual Identity

Colors, typography, imagery, and design that signal professionalism and build immediate trust with your audience.



Your Positioning

How you stand out in a crowded market — the clear space you own in the minds of funders, clients, and collaborators.

Why Your Brand Matters Before Funding or Sales

A weak brand costs you opportunities before a single conversation begins. Funders, donors, clients, and collaborators all make snap judgments based on your online presence, your messaging, and your first impression. If your brand doesn't immediately communicate credibility and clarity, you lose the room before you speak.

Before the Pitch

Investors and grant reviewers look you up *before* your meeting. A polished brand signals that you're serious, organized, and fundable.

Before the Sale

Clients decide whether to trust you within seconds of landing on your website or seeing your social profile. First impressions are brand impressions.

Before the Partnership

Collaborators, media, and referral partners choose who to align with based on perceived value. A strong brand opens doors that cold outreach cannot.

The Cost of Confusing Messaging

Confusion is the silent killer of great missions. When people can't quickly understand what you do, who you serve, or why they should care — they leave. They don't ask for clarification. They simply move on to someone who made it easy.

3s

Average Time to Decide

Visitors decide within 3 seconds whether your brand is worth their attention.

55%

Bounce Without Clarity

Over half of visitors leave a website that fails to clearly communicate its value proposition.

80%

Trust the Brand First

Most buyers say brand credibility influences their purchasing or funding decision before any conversation.



Confusing messaging doesn't just cost you clicks — it costs you revenue, funding, and relationships.

The 5 Parts of a Credible Founder Brand

A strong brand isn't built by accident — it's built on a clear foundation. Whether you're a nonprofit leader, a coach, or a startup founder, these five elements are the architecture behind every brand that earns trust, attracts the right people, and converts attention into action.

01

Name Clarity

A name that is memorable, searchable, and aligned with your mission

02

Audience Clarity

A precise definition of who you serve and what they actually need

03

Problem and Promise

The pain you solve and the transformation you deliver

04

Positioning Statement

One clear sentence that defines your unique value in the market

05

Visual Trust Signals

The design, presence, and consistency that make you look credible

Name Clarity

Your name is the first brand decision you make — and it carries enormous weight. A strong name is easy to say, easy to remember, and easy to search. It hints at your purpose without limiting your growth.

Questions to Ask

- Can people spell it after hearing it once?
- Does it signal what you do or who you serve?
- Is the domain and social handle available?
- Does it grow with you as your mission scales?

Strong Name Characteristics

Memorable

Sticks after one encounter

Searchable

Easy to find online

Scalable

Grows with your brand

Aligned

Fits your audience and tone



Avoid names that are too clever, too generic, or too difficult to pronounce. Clarity beats creativity every time.

Audience Clarity

You cannot build a brand that speaks to everyone — because a brand that speaks to everyone speaks to no one. Audience clarity means knowing exactly who your ideal person is, what keeps them up at night, what they want, and how they make decisions. When you know your audience deeply, every word you write becomes magnetic.



Define the Person, Not the Demographic

Go beyond age and income. Understand their fears, frustrations, goals, and language. The more specific you are, the more powerfully your brand resonates.



Know What They're Searching For

Your audience is already looking for a solution. Your brand's job is to show up in the right place, with the right message, at the right moment in their journey.



Speak Their Language

Use the exact words your audience uses to describe their problem — not the industry jargon you use internally. Mirroring their language builds instant connection.

Problem and Promise

Every powerful brand is built on a clear understanding of the problem it solves and the promise it makes. Your audience isn't buying your service — they're buying the transformation. The shift from where they are to where they want to be. Your brand must name that journey explicitly.

The Problem You Name

- What specific pain does your audience experience?
- What is the cost of that problem going unsolved?
- How long have they been struggling with it?

When you name someone's problem better than they can name it themselves, you instantly become the most credible voice in the room.

The Promise You Make

- What specific outcome do you deliver?
- What does life look like on the other side?
- How are you uniquely positioned to deliver it?

Your promise is not a list of features. It's a vivid picture of transformation — specific, believable, and emotionally resonant.

Positioning Statement

Your positioning statement is the single most important sentence in your brand arsenal. It tells the world exactly who you help, what problem you solve, and how you're different — all in one clear, confident declaration. It's not a tagline. It's the strategic backbone of every piece of messaging you create.

The Formula: "We help [specific audience] who struggle with [specific problem] to [specific outcome] — without [common frustration or barrier]."

Example: Nonprofit Leader

"We help faith-based nonprofits that are struggling to secure grant funding to build board-ready, fundable organizations — without losing their mission-driven culture."

Example: Business Coach

"We help service-based entrepreneurs who feel invisible online to build a premium brand presence — without spending thousands on agencies or guessing their way through marketing."

Visual Trust Signals

You can have the most powerful message in the world — but if your visual presence looks amateur, your audience won't stay long enough to read it. Visual trust signals are the design elements that communicate legitimacy, professionalism, and authority before a single word is processed.



Consistent Color Palette

Choose 2–3 brand colors and use them everywhere. Consistency signals intentionality and builds brand recognition across every touchpoint.



High-Quality Imagery

Blurry or stock-looking photos undermine credibility. Invest in professional photography or curated imagery that reflects the quality of your work.



Professional Typography

Fonts communicate personality before words do. Choose clean, readable fonts that match your brand's tone — luxury, approachable, authoritative, or warm.



Polished Digital Presence

Your website, LinkedIn, and social profiles must be cohesive, current, and easy to navigate. A broken link or outdated bio costs you trust instantly.

How to Create a Strong Tagline

A great tagline is not a slogan — it's a promise compressed into the fewest possible words. It should be immediately understood, emotionally resonant, and memorable enough to repeat. Your tagline lives on your website header, your business card, your email signature, and your pitch deck. It does a lot of work.

1

Identify the Core Promise

What is the single most valuable thing your audience receives? Start there.

2

Compress Without Losing Meaning

Edit ruthlessly. Remove every word that doesn't earn its place. Clarity beats cleverness.

3

Test for Memorability

Say it out loud. Share it with someone unfamiliar with your brand. If they get it immediately, you've nailed it.

📌 **The Strategy Counsel's tagline: Fundable • Visible • Compliant** — three words that immediately tell a founder exactly what they'll gain.

How to Write a Simple Brand Message

Your brand message is the foundation of everything you say publicly — your website headline, your elevator pitch, your grant narrative, and your social media bio. It doesn't need to be poetic. It needs to be clear, specific, and immediately meaningful to the right person.



Step 1: Lead with the Outcome

Start with what your audience gains — not what you do. "Get funded faster" is more powerful than "We offer grant consulting services."



Step 2: Name Your Audience

Be specific. "For early-stage nonprofit founders" creates immediate recognition and filters out the wrong audience while attracting the right one.



Step 3: Add Your Differentiator

What makes your approach unique? A method, a philosophy, a guarantee, or a result no one else promises. This is your brand's white space.



Step 4: Include a Clear Call to Action

Every brand message should lead somewhere — a consultation, a download, a follow, a discovery call. Don't leave your audience wondering what to do next.

Before & After: Brand Message Examples

These real-world transformations show the difference between vague, generic messaging and clear, compelling brand communication. The words are different — but more importantly, the *signal* is different. One says "I exist." The other says "I'm exactly what you need."

✗ Before: Nonprofit Leader

"We are a community-based organization that provides services and support to underserved populations in our region."

✓ After: Nonprofit Leader

"We help formerly incarcerated men in Atlanta rebuild stable careers and family relationships — through 12-month workforce and mentorship programs that achieve an 84% employment rate."

✗ Before: Business Coach

"I'm a certified coach who helps people reach their goals and live their best life through proven strategies and mindset work."

✓ After: Business Coach

"I help six-figure service providers turn expertise into premium offers — so they work with fewer clients, earn more, and stop trading time for dollars."

Common Branding Mistakes Founders Make

Most branding mistakes aren't born from bad taste — they come from skipping the strategy and going straight to the design. These are the most common and costly errors founders make, and the reason so many brands look busy, feel unclear, and fail to convert.

→ Building visuals before messaging

A beautiful logo on a confusing message is an expensive distraction. Strategy always comes before design.

→ Trying to speak to everyone

Broad messaging feels safe but performs poorly. The more specific your audience, the stronger your brand resonance.

→ Changing their brand too frequently

Inconsistency erodes trust. Your audience needs repetition to recognize and remember you. Stay consistent long enough to be known.

→ Copying competitors instead of differentiating

If your brand looks like everyone else's in your space, you're competing on price. Stand out or blend in — the choice is yours.

→ Neglecting digital presence

An outdated website or dormant LinkedIn profile tells funders and clients that you're not active. Your digital presence is open 24/7 — make it work for you.

The C.L.E.A.R. Brand Framework

The C.L.E.A.R. Framework is The Strategy Counsel's proprietary approach to building a brand that works — one that earns trust, communicates value, and attracts the right people without confusion or complexity. Apply each element and your brand becomes your most powerful business development tool.

C — Clear Name

A name that's easy to say, easy to search, and aligned with your mission and market.

L — Legitimate Presence

A professional digital and visual presence that signals credibility to funders, clients, and collaborators.

E — Easy Message

A brand message so clear that your ideal audience immediately knows you're speaking to them.

A — Aligned Audience

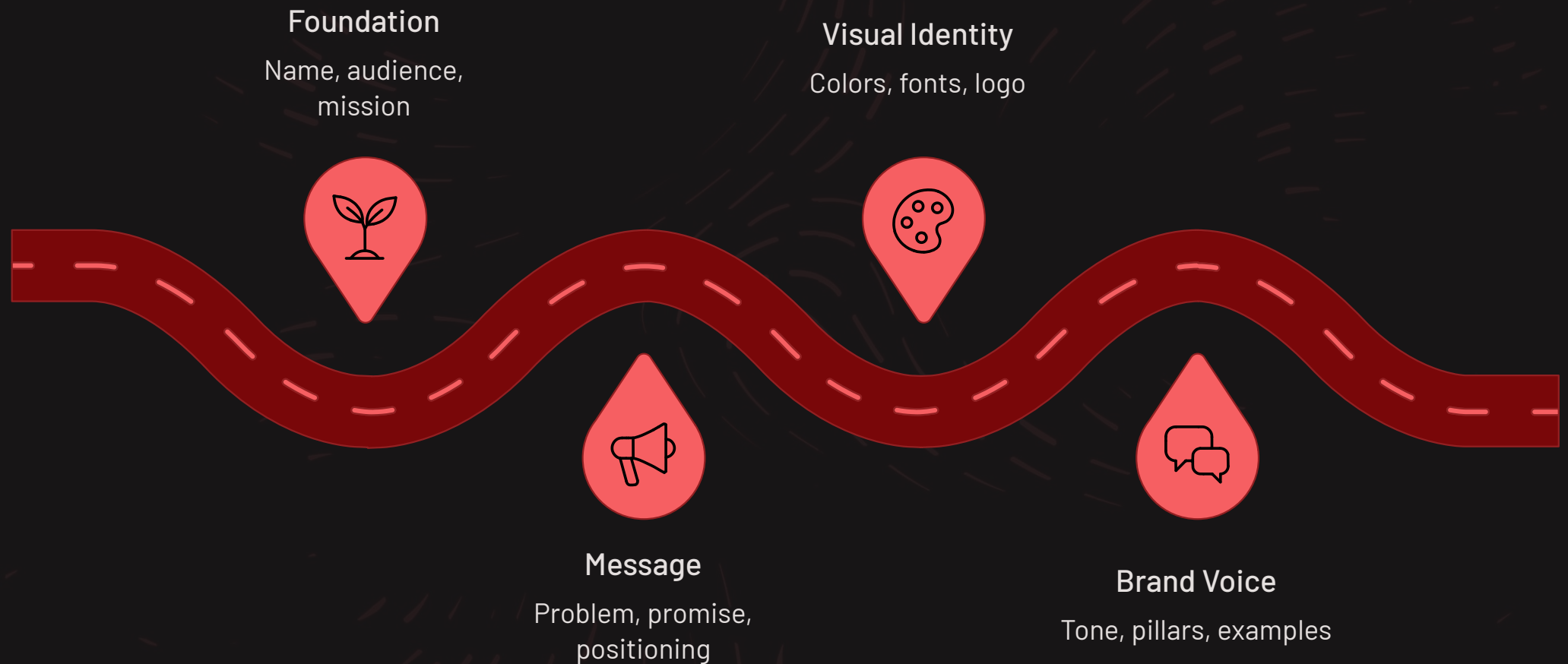
Precise knowledge of who you serve — their pain, their language, their goals, and their decision-making process.

R — Recognizable Promise

A consistent, compelling promise that sets your brand apart and becomes the thing you're known for.

Brand Clarity Workbook Walkthrough

The Brand Clarity Workbook guides you through building every element of your brand in a structured, step-by-step format. Each section prompts you with focused questions designed to uncover clarity – even if you've been struggling to articulate your brand for years. Here's how to use it effectively.



Work through each phase in order – resist the temptation to skip to design. The most powerful brand decisions are made in Phases 1 and 2. Design is simply the expression of the strategy you build there.

FREE DOWNLOAD INCLUDED

Brand Clarity Workbook

Your complete, guided workbook for building a credible brand from the inside out. Designed for founders, nonprofit leaders, coaches, and service providers who are ready to stop guessing and start communicating with confidence.

What's Inside

- Foundation worksheet: name, audience, mission statement
- Positioning statement builder with fill-in-the-blank prompts
- Brand message template with three variations
- Visual identity checklist for digital and print presence
- Brand voice guide and tone calibration exercise



Designed to be completed in one focused session — or used as an ongoing reference as your brand evolves. Print it, fill it digitally, or work through it with your team.

- ✓ Available for download in the webinar resource folder — check your confirmation email for the link.



- ✓ Access your worksheet in the webinar resource folder or scan the QR code shared on screen.

FREE DOWNLOAD INCLUDED

Naming & Tagline Worksheet

Struggling to land on the right name or tagline for your brand? This focused worksheet walks you through a proven process for generating, testing, and selecting names and taglines that are clear, compelling, and built to last.

The Worksheet Covers

- The 5 criteria for a strong, scalable brand name
- Name generation exercises – brainstorm with structure
- Domain and handle availability checklist
- Tagline formula with examples across 6 industries
- Audience testing questions to validate your choices

Ready to Build Your Brand?

"A strong brand makes your mission easier to trust."

You've done the work in this session — now it's time to take it further. The Strategy Counsel offers personalized brand strategy support designed specifically for founders, nonprofit leaders, coaches, and mission-driven service providers who are ready to show up with clarity, credibility, and confidence.

Book a Brand Strategy Session

A focused 90-minute session to audit your current brand, close the gaps, and build a clear action plan. Walk away with a brand message, positioning statement, and next steps — done together.

Join The Fundable Founder Series

Our flagship program for founders and nonprofit leaders who want to build a brand that attracts funding, clients, and strategic partnerships — and finally become fully fundable, visible, and compliant.

The Strategy Counsel — Fundable • Visible • Compliant