



THE UNFORGETTABLE BRAND & WEBSITE PLAYBOOK

The 5 key ingredients to outbrand and outlast
virtually 95% of your competition.

*(For service providers, coaches, experts, and
anyone who makes a living from their expertise)*





INTRO

Hurray!

You got your hands on The Unforgettable Brand & Website Playbook!

I'm so excited to walk you through the 5 key ingredients to outbrand and outlast virtually 95% of your competition in this step-by-step playbook.

If you follow this guide, you'll have the foundation needed to create a system that works like an extended member of your team, to build your business and community— day in, and day out.

Imagine having a brand and website that expresses your intrinsic value, and wildly attracts clients you LOVE working with—all while on autopilot.

What do you think your business and life would look like if your online presence actually did all of this? Do you want to find out?

Follow these 5 steps and you'll see exactly how to get there.

You now have an Angel. Welcome to the Website Angel online 'fam'!

Tiffany Beth



STEP 1

Be crystal clear about what you do and what you want to be known for.

This may seem like an obvious point to make, but you can't expect people to figure it out on their own. So keep it simple. Too many options or details can cause confusion and overwhelm your visitor, which doesn't work to your advantage.

Don't be a jack-of-all trades, be a specialist instead. This should be a perfect blend of what you love doing, and what your clients need. Do not let indecisiveness hold you back. Make a declaration of what you want to be known for, and share it on your website, your social media profiles, your email signature, and everywhere else.

Why pick only one thing you want to be known and remembered for?

- This will enable people to instantly understand the value in what you do.
- This makes it easier for people to remember you and refer people to your services.
- Your brand will be kept right on track (no losing sight of your purpose)!

Explore your business, nail that phrase,
and watch your business grow.



STEP 2

Focus only on your ‘dream clients’- those you really want to work with.

For every 100 people that visit your site, only 2-10 of them will be people who may be a good fit for your services! This is why it’s essential to speak directly to the small handful of people you really want to work with.

It’s all about what your dream client values most. Because if you try to serve everybody, you end up serving nobody. It’s like shooting in the dark (you have no idea who or what you’re aiming at - and neither do they). And then you can’t enroll new clients because you are talking without a target.

When you look at this with the right perspective, you will see that it is only when you speak directly to that small group (and ignore the majority), that you can achieve emotional resonance with the select few. Powerful stuff isn’t it?

Focusing only on your dream clients will enable you to emotionally connect with the people you love to work, getting them excited and even giving them butterflies in their stomach. They think, “Yes! She gets me—it’s as if she is reading my mind!”

Creating a brand or designing a website without a dream client in mind is like writing a love letter and addressing it “To whom it may concern.”



STEP 3

Develop a signature offer that provides maximum transformation for your dream clients.

By positioning yourself not as a service provider, but as an expert with a signature system designed to get your dream clients to experience maximum transformation, you will stand out from everyone else...and also deliver incredible results!

Do not charge hourly or by the piece. Instead, package a system that will help your clients achieve maximum transformation. Sure, you can have different levels of investment for this signature offer, but major transformation does not happen without a complete system.

This offer could be a 1-on-1 program, a group program, or even a hybrid of the two.

A transformational, signature offer will enable you to:

- Charge more (they are buying transformation, not time).
- Get better results for your clients (they will become more committed).
- Make selling easier because you (and them) will have greater confidence in the value you provide.

“One bird in hand is better than ten birds on the tree” -
Egyptian Proverb



STEP 4

Put relationships before selling to cultivate a community of dream clients.

Now that you have a signature offer (as we talked about in step 3), it's time to focus on building relationships with those who need (or will need) your offer. Not everyone who can use your services will be ready and willing to buy from you right away.

But don't worry! Remember, you are building an unforgettable brand that will outlast the competition, so you're in this for the long run. This is why it's so important to make personal connections, build a community around your topic, and simply get to know people! Treat them as valuable and worthy of your time.

Having 1-on-1 conversations sets you up to be unforgettable while positioning yourself as an expert on your topic. When you have these conversations, focus first on making a personal connection. Truly listen to them so you can understand where they are and what they want. Then, ask purposeful questions to determine if they would really be a dream client or not.

Don't ever try to sell your offer without determining if they really are a perfect fit, and avoid using high-pressure sales tactics. Sure, sometimes people need a little push and encouragement to take the next step. But I would never refer a friend to someone who would try to "sell ice to an Eskimo." Instead, how about, "Have a conversation with [your name here], she's an expert on that topic!"

Don't sell them stuff, don't tell them stuff—connect with them!

STEP 5

Pull it all together to create an automated system that builds your community and does the selling for you.

This is the last step, and it comes with a significant warning. Do not even attempt this if you don't have 1-4 figured out. It just won't work. But if you do have the foundational pieces together, this is an incredibly powerful way to create a steady stream of dream clients on autopilot.

This system will take website traffic and turn it into relationships with those who most need your services. This is what I help my clients achieve when they hire me to create their [Unforgettable Brand & Website](#).

Every piece of this is focused specifically around your transformational offer, and designed to grab the attention of the dream clients you want to work with (remember, 90% of the people who visit your site are NOT your dream client, so speak specifically to the problems and desires of the 10% who are.)

The diagram below shows what a sales funnel can look like as part of the Unforgettable Brand & Website package.





IMPLEMENTATION

1. I want to be known for...
2. My dream clients are...
3. The one signature offer I commit to focusing on is...
4. I will connect 1-on-1 with people in my community by...
5. The steps that I need to take to create an automated system for my business are...



CONCLUSION

There you have it! The 5 key ingredients to outbrand and outlast virtually 95% of your competition.

How did you do? The truth is, these things take time, focus, and effort to figure out for your business– but when done right, the results are amazing!

Need help applying these concepts in your business?

I love getting to know action-takers who are committed to growing their business and improving their life. Let's have a conversation about how to apply these concepts in your business.

And if you're ready to have an unforgettable brand and client-generating system in your business...

Learn more about how I help clients achieve an Unforgettable Brand & Website in their business.

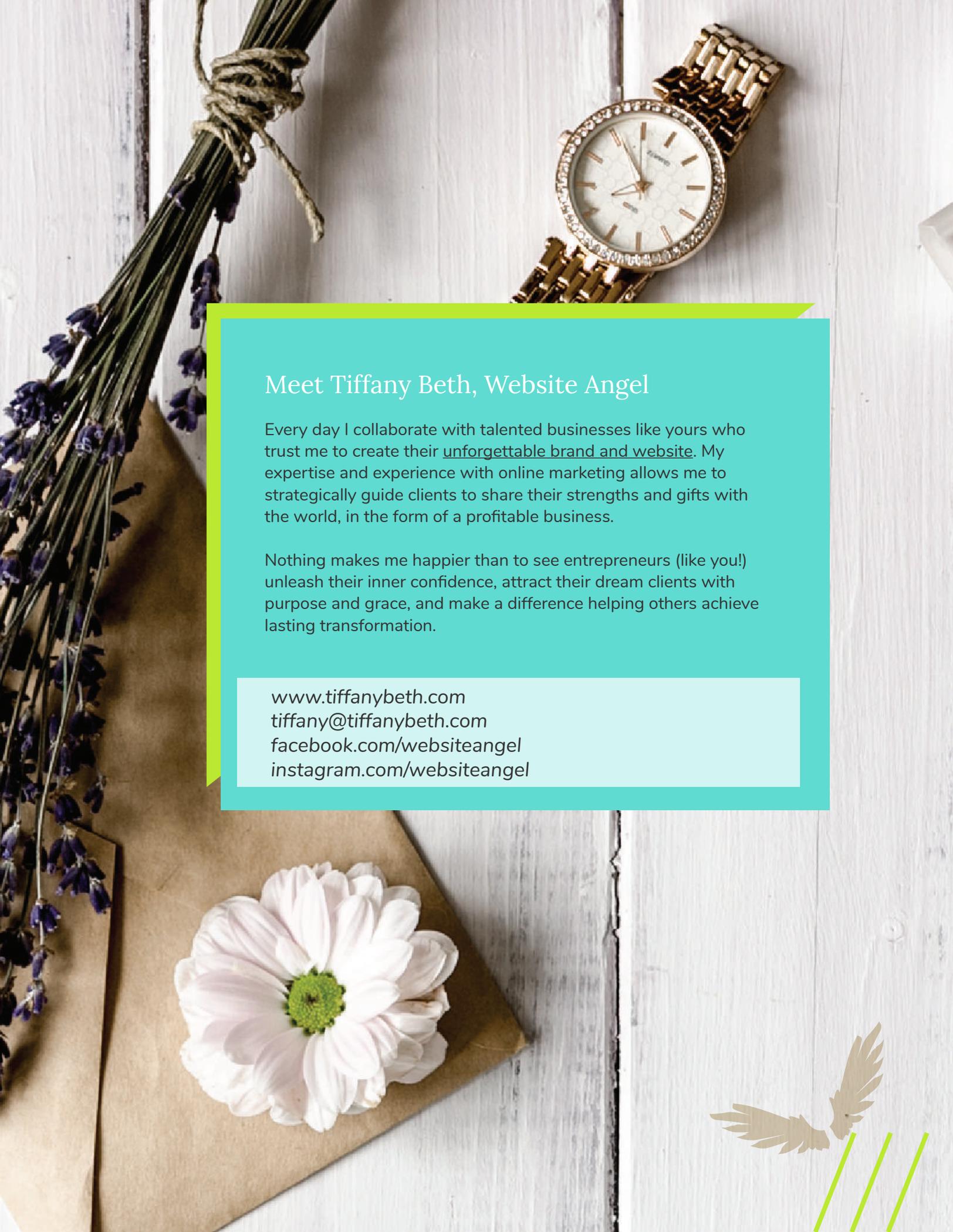
Case studies to inspire »

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Meet Tiffany Beth, Website Angel

Every day I collaborate with talented businesses like yours who trust me to create their unforgettable brand and website. My expertise and experience with online marketing allows me to strategically guide clients to share their strengths and gifts with the world, in the form of a profitable business.

Nothing makes me happier than to see entrepreneurs (like you!) unleash their inner confidence, attract their dream clients with purpose and grace, and make a difference helping others achieve lasting transformation.

www.tiffanybeth.com
tiffany@tiffanybeth.com
facebook.com/websiteangel
instagram.com/websiteangel

