



*breakthrough* brand  
CHALLENGE

WORKBOOK - DAY 2



## FINDING YOUR SQUAD

Find an audience that you love and people that you are inspired to work with every single day. You want to lead in a way in which you aren't just up at the top of an unreachable pedestal, but by having an audience which you admire and are excited to work with as well.

At the end of the day,  
there isn't a business  
without an audience,  
and your brand won't  
exist if no one is  
buying from it



## THE BRAND FOUNDATION

If you want to establish yourself as an authority in your field, you also need to be able to understand who your audience is and communicate directly to those problems they might be facing. It's not enough to communicate to everyone out there and hope that by magic you can convert them to clients. The truth is, that in order to create long-term success, you have to show that you understand your audience, just like a Doctor can come in and diagnose a patient, you have to be able to do the same.

***Who do you want to work with? Who inspires you?***

***Why is it obvious that they need you?***



## THE BRAND FOUNDATION

*Where are they now?*

*What is their main problem?*

BEFORE

AFTER





## THE BRAND FOUNDATION

*Where do they want to be?*

## ACTIONS TO TAKE

*Who do you help? What is their main problem?*

*Share it with #mysquad*