



BRAND CLARITY BOOTCAMP

IDENTITY CLARITY • TORCH EXERCISE

Your Torch Exercise

Exploring What Your Territory Is, and What Isn't Yours

Close your eyes for a bit, and take a few deep breaths.

1) Imaging yourself going up to a gorgeous, long banquet table. This table is covered with a row of stunning, regal, handmade torches, all laid out next to one another. Only one of them is yours. Yours is wrapped with a beautiful silk fabric, in a vibrant and strong color, the perfect color for you, the silk is wrapped all the way down the handle. Pick it up, and see yourself carry it, and walk over to a roaring fire in a large circular stone firepit. Imagine yourself firmly placing your torch into the fire, setting it on fire. Ignite your torch. Then, see yourself holding it up above your head, for all the land to see.

Imagine getting onto your soapbox, your platform, onto your stage and speaking for that which you stand for.

Begin to hear yourself, in your own voice, speaking about what you are passionate about, and what you, specifically, what you stand for.

Write down what is yours to say, to share, to stand for, to speak of, and what is just outside of that, not really your core message.

What are you 100% comfortable taking a stand on, speaking aloud, with power. What would you stand on a soapbox and talk about with confidence, and then write down what you think you would not, what is outside of that clear, knowing, clear expression.

These messages are your core message, and your key messages.

(Your brand voice requires you to be crystal clear on your messages, and to be bold about your specific message. This is called Stepping into what you stand for, and shedding that which is not yours. This provides clarity of purpose, peace of mind, brand ownership of "your territory" and results in your confidence, alignment of your core messages, and your willingness to amplify your brand voice :-)).



THE ASPIRATIONAL BRAND BRANDING FOR “THE END GAME”

“I skate to where the puck is going
to be, not where it has been.” – Wayne Gretzky

THE ENVISIONED END GAME

