

BRAND EMPIRE CHALLENGE

# Day 1 Worksheet: Magnetic Brand DNA

*Find what makes you different and write a brand promise that attracts your dream clients.*

---

By Lauren "Lolo" Bailey

Every magnetic brand is built on three things: your **Unique Advantage**, your **Dream Client**, and your **Brand Promise**. Work through the three steps below. Messy is fine. Done beats perfect.

## | Step 1: Unique Advantage Audit

What unique combination of skills, experiences and perspectives do I bring?

---

---

---

What do people consistently come to me for advice about?

---

---

---

What challenges have I overcome that others are still struggling with?

---

---

---

What values drive my approach that might be different from others?

---

---

---

## Step 2: Dream Client Deep Dive

Write a detailed profile of your ideal client.

### Their situation

| QUESTION                         | MY DREAM CLIENT |
|----------------------------------|-----------------|
| Age range and life stage         |                 |
| Career level and industry        |                 |
| Income level and financial goals |                 |
| Family situation                 |                 |

### Their pain points and dreams

What keeps them awake at night?

---

---

What are their biggest frustrations?

---

---

What's their ultimate goal or dream?

---

---

What have they tried that hasn't worked?

---

---

## Step 3: Craft your Brand Promise

I help **[dream client]** achieve **[desired outcome]** through **[your unique approach]** so they can **[ultimate transformation]**.

**Example:** "I help overwhelmed working moms build profitable online businesses through my Micro-Moment Method so they can create financial freedom without sacrificing family time."

**My Brand Promise**

---

---

---

## Your Day 1 action plan (30–45 minutes)

- ☐ Complete the Unique Advantage Audit
- ☐ Create your Dream Client profile
- ☐ Write your Brand Promise using the formula
- ☐ Test your Brand Promise with 3 people

**What the 3 people said**

---

---

---

**Go deeper (free):** Turn your Brand Promise into a one-liner you can use everywhere with Say It Clearly, my free 3-step one-liner mini-course. [Get Say It Clearly free.](#)