
POWERFUL Branding

Position yourself as the GO-TO VA in your Industry!

What do you want our clients to experience?

What are the attributes of your business personality?

What is the perception you want to portray?



What relationship do you want to have with your clients?

Define the functional and emotional benefits of your company?

What intentional influence do you want to have on your clients?

What value are you going to provide to your clients?

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What are you best at?

Who is your most profitable client avatar and will they value most?

What are your core values?

What will make you stand out in the crowd?

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What added value will you offer that others don't?

How will you show that your business has a human side?

What are the results your prospective clients need and want?

What results will your tagline, if you have one, reflect?
