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Make Bold Moves

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# The Authority Edge:

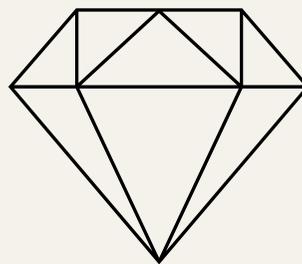
FINDING YOUR UNIQUE POV IN A NOISY MARKET.

[boldmovestudio.com](http://boldmovestudio.com)





A guide to  
packaging your  
**unsung value**  
into a compelling,  
sellable product.

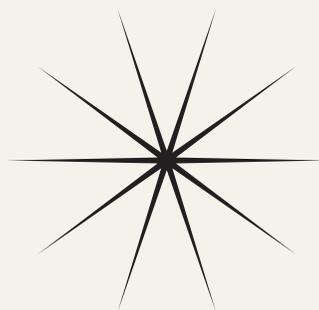




## Secret Sauce

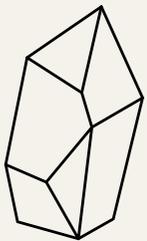
YOU KNOW  
there's a secret sauce  
to your brand of expertise.

The catch is to  
**MAKE SURE OTHERS**  
within your target market  
also recognise it.

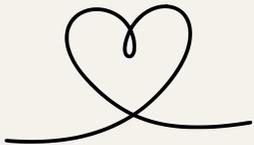




## How?



You have to **crystallise** your value.



You need to establish customer belief in your ability to deliver the result you promise.

*yes!*

Seek to eliminate any possible misinterpretation of your ability to deliver the result you promise.



“You can say the right thing about a product and nobody will listen. You’ve got to say it in such a way that people will **feel it in their gut.** Because if they don’t feel it, nothing will happen.”

William Bernbach



## But How?

IDENTIFY your value validators:

That **KEY OFFER**... Define how it truly makes a **DIFFERENCE** to the customer.

Understand the authentic points of customer interaction to create ways you can facilitate natural 'buy-in'.



# The REWARD OF EXCHANGE.

Craft a **compelling offer**, priced relative to your perceived value.

THINK ABOUT:



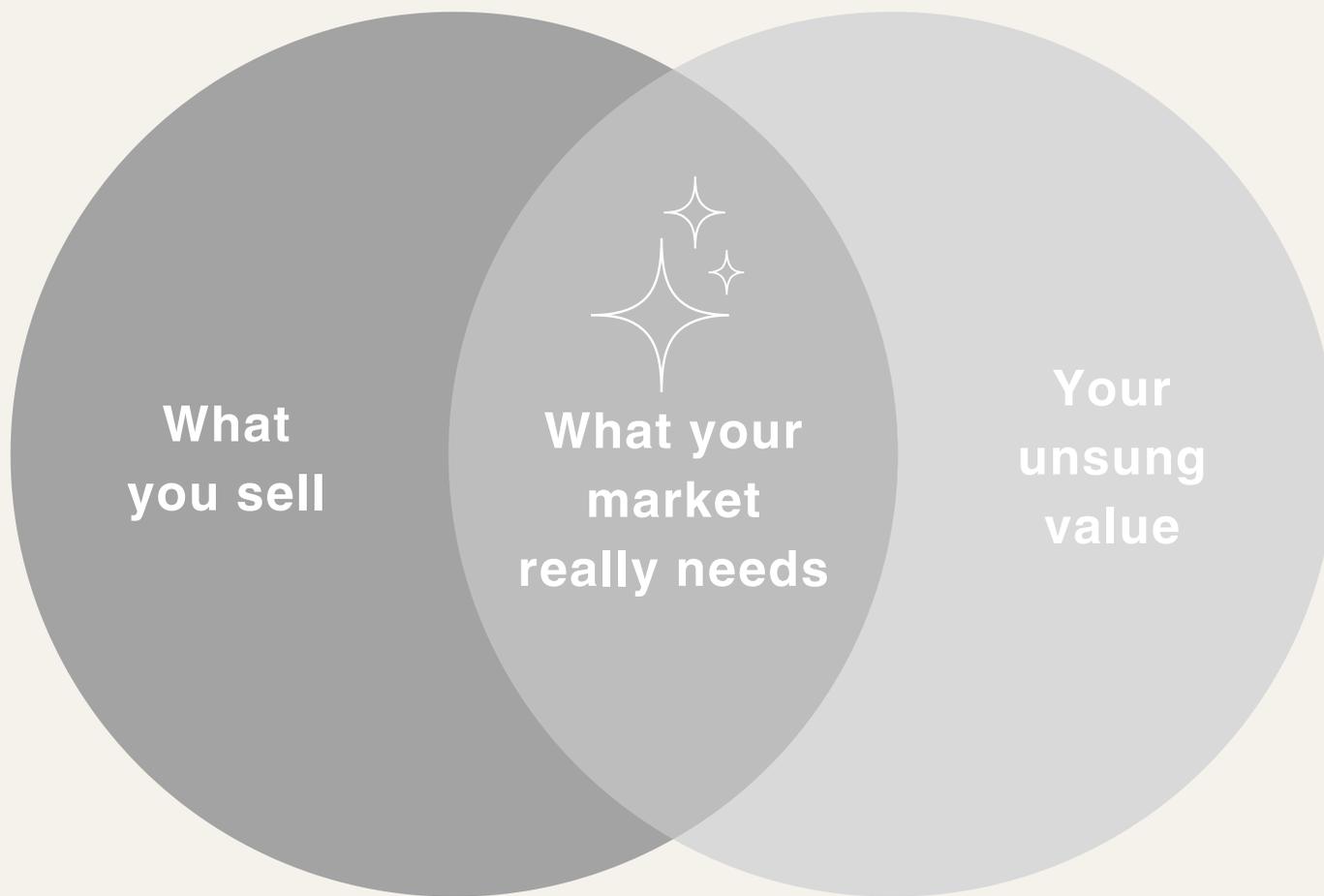
- The psychological EFFECT you have on your customer.
- How you resonate and the way you NUTURE the customer relationship.
- How to craft an elevated 'buy-in' experience.



The best way to find  
your **Unsung Value**?

# A Brand **Clarity** Deep Dive

Together we dig into your existing offering/s and  
methods of delivery to uncover your unique properties.





## Articulate your worth

Once clear, establish a comprehensive visual ecosystem that clearly displays your value.

Amplify it throughout connected visual and digital touchpoints to clearly show your authority.



## Remember...

Value shared all at once =  
*decision paralysis*

Value delivered systemically =  
*more compelling*



Your **crystallised value** is the motivator that steers your business and keeps it moving ahead.

**PRODUCT – public facing**

- Voice your value through your chosen primary platform. Leaving no ambiguity about your competency.

**EXPERIENCE – customer interaction**

- Create a compelling offer with a clear entry-way, tracked conversion and process automation.

**DELIVERY – nurture relationships**

- Facilitate your promise. Build trust. Earn kudos.



When you tap into your  
**unsung value** and use  
it as your guiding force,  
it's priceless!



# Special Offer

Get the full  
Brand Clarity Intensive  
Workbook and our  
Strategic Positioning  
Session at **20% off.**

**Claim it here**

Use code: **PaulaM20**



Keep making  
bold moves!



SAVE  
AS  
YOUR  
REMINDER

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