



**STRATEGYLANCE**



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# WHY I WROTE THIS

**| “Every entrepreneur walks the same path:  
pain, clarity, freedom.  
Strategy is the clarity that turns pain into freedom.”**

I've wanted to write a book for years. I started many times but never finished one. Some parts turned into blogs, others disappeared into old dusty folders.

At some point, I realized I had to stop starting from everywhere and start from somewhere; build my foundation.

That's how Strategylance was born.

It began as a book idea, a way to share what I've learned about brand strategy. Over time it grew into something bigger; a foundation for a platform where entrepreneurs and creators can learn to build their business on clarity instead of chaos.

This first chapter is my starting point.

It's a way to test, refine, and grow together.

If what I share helps you see things differently, if it sparks an idea, or gives you the clarity you needed, then Strategylance is off to a good start. If you're eager to read & learn more I'd love to hear about it. Your feedback will shape the future of Strategylance. Tag me on social media or use #strategylance and share your opinion.

Because in the end, that's what Strategylance is all about: finding direction, and building from it.





# **CHAPTER 1**

## **WHAT IS BRAND STRATEGY?**

| **“Brand strategy isn’t decoration,  
it’s foundation.”**

# What Brand Strategy Really Is (and What It Isn't)

If you open a dictionary, “strategy” is defined as “a plan of action to achieve a long-term goal.” Nice words, and not wrong, but in the reality of running a business, it means far more than that. Brand strategy is your foundation to build on. It’s about answering the fundamental questions you have when starting your business. The “how, why, what, when, where” stuff.

Brand strategy, your foundation.

Brand strategy is not just a plan or simple sticky note, but a way of thinking; it’s your framework for your business that guides every decision you make. From how you communicate, what you offer, which clients you attract, how you’ll attract them, where to find them, and why them.

Strategy is also your compass. It keeps you steady when everything around you shifts. It’s the place to go to and connect with your values, your vision, and the direction you truly want to take, without the noise of outside opinions and bias.

Many starting entrepreneurs still think:

“I have a logo, a website, and I post once in a while.  
That’s enough, right?”

But your brand strategy is not an execution plan or a pretty layer you add on your business. It is not a marketing campaign, not your Instagram bio, and not your sales pitch either; it’s everything. Every aspect of your business is part of your brand strategy.

## WHY?

Because every decision you make impacts your business and how people perceive it, and you.

**| “Thinking is not procrastination when you’re looking for answers.”**

# The Difference Between: Thinking and Doing

The one thing no one ever teaches you

Most entrepreneurs start with the doing:

They get a website, design a logo, make social media accounts, etc.

But thinking comes before doing. Not because you should not act, but because thinking gives your actions direction. It makes what you do meaningful, coherent, and purposeful.

Strategy asks you to pause and ask yourself:

- ◆ What do I (want to) stand for?
- ◆ For whom?  
Who is my audience?  
Who do I want to help?
- ◆ Why would someone choose me?  
Who are my competitors?  
What makes me different?
- ◆ Why do I want to do this?  
Why do I want to help these specific people?  
Why do I want sell this service or product?

When you can clearly answer those questions, you gain clarity about your intent, direction, and values. You give every action a reason to exist. Then your website becomes more than an online business card. Your social media becomes more than a game of algorithms. Your brand becomes an extension of your vision and your mission, not just a collection of random actions. It is laying the foundation that lets you move faster, smarter, and more consistently while reducing the risk of collapse.

| **“A lack of strategy makes your brand drift without a rudder.”**

# What Goes Wrong Without Strategy

## Mistakes you might recognize

Without strategy, entrepreneurship often feels like gambling. You try something, it doesn't work, you try something else, doesn't work either, next, next, next,... Until you get stuck, frustrated, or completely lose your sense of direction. And worst case scenario, end up broke.

Do any of these sound familiar?

- ◆ You are doing a lot, but getting little in return.
- ◆ Clients do not really understand what you do.  
You have a hard time explaining what you do.
- ◆ People question your prices:  
“It sounds too good to be true.”  
“We went with someone else who felt more established.”  
“Sorry, we found someone cheaper.”  
“Sorry, that's out of our budget.”
- ◆ Every project feels different: no rhythm, no clear process, feels like doing chores, etc.
- ◆ Your social posts are nice but inconsistent and don't have a turnover. No likes, comments, shares, or new clients.
- ◆ Clients drift to competitors, and you miss out on the projects you would have loved to do.
- ◆ You say yes to everything out of fear of missing out.  
Later down the line either you or the client backs out and the project falls apart.
- ◆ You don't feel satisfied with what you do; it doesn't give you joy.
- ◆ I tried everything and yet I have no new clients!?
- ◆ ...

**| “Even in chaos, clarity waits for those who stop and think.”**



These are all signs of not having a good foundation, a good brand strategy for your business. They also come with a bunch of emotions, problems, stress, etc. In some cases people might end up in this vicious cycle of doubting themselves, their work and their value. Which are fuel for a burnout or even depression. It's a whirlpool of emotions and they will eventually affect your business, your income and (mental) health over time.

Some readers might already be at that stage; where you feel exhausted, confused, frustrated, unworthy.

If you are, these words are for you:

You're not broken. You're just tired of guessing. The confusion, the pressure, the endless second-guessing; they fade once you start seeing the bigger picture.

- ◆ **Let strategy become the trail of breadcrumbs you follow when you can't see the forest for the trees.**
- ◆ **Let strategy be your anchor in the storm.**
- ◆ **Let strategy be the light at the end of the tunnel.**

It's okay to pause. To admit you've been running without direction. Every strong brand starts right here; at the moment you decide to stop guessing and start thinking. You already took the first step by reading the first chapter of Strategylance to help you get back on track and build your foundation, your strategy.

**| “Without strategy, your brand builds itself;  
just not the way you want.”**

# Strategic vs. Reactive Entrepreneurship

You are always building a brand, the question is whether it matches who you are. You do not need a strategy to build a brand. It happens automatically. The moment you share, offer, or say something, you shape an impression. And people form opinions, even if you are not the one steering the narrative.

Reactive entrepreneurship:

- ◆ You respond defensively to whatever comes your way.
- ◆ You say yes to everything out of fear of losing clients.
- ◆ You can't express exactly what you do. (you do everything)
- ◆ You try to keep up with Trends (do what others do).
- ◆ Build first, think later.
- ◆ Your price is based on the competition's.
- ◆ You chase after potential clients, even if they never would become clients.

Strategic entrepreneurship (the opposite):

- ◆ You anticipate challenges and respond with good intention, always.
- ◆ You say no with confidence because you know who you serve and who you don't. Don't waste people's time.
- ◆ You communicate clearly what you do, why it matters, and who it's for.
- ◆ You set your own direction and use trends only when they align with your vision and tone of voice.
- ◆ Think first, build with purpose. Every move supports your goal(s).
- ◆ Your price is based on the value and impact you create for your audience.
- ◆ You attract the right clients by being clear, consistent, and authentic.

| **“Strategy turns fear into focus.”**

Strategic entrepreneurship focuses on letting your brand work for you. It first builds the stage, to later have an amazing performance with every show. That “stage” is only built for your show, your performance. Through marketing, for example a poster for the show, you attract the right people that would give you a standing ovation for the value you give.

However it all breaks down if the stage isn’t set right. If people want a comedy but the stage is set for drama, your marketing is for an action play, and you perform like it’s a fairytale; then the people that come and watch won’t like it. They’ll leave, and suddenly you’re performing for an empty room.

Building recognition, trust, and a reputation that truly reflects what you stand for and helps your clients takes time and practice. Just like the theatre play needs a script, so does your business need brand strategy.

A strong brand is not the result of doing more. It’s the result of making better, more aligned, and thoughtful choices. Those choices often set your boundaries not by excluding something, but by actively choosing your goal, your values and your crowd.

Strategy is where clarity begins. It’s what turns uncertainty into direction and chaos into purpose.

If this first chapter helped you see things differently, let me know; I’d love to hear what stood out to you or where you recognized yourself most. Share your thoughts or tag me on social media. Your feedback will help shape what comes next, and whether this chapter grows into the full vision I imagine it to be.

Because this isn’t just my story of strategy; it’s ours. And it starts right here, with you building your foundation.