



HANNA FITZ

HIGH-END EXPERT

POSITIONING CHECKLIST



A NOTE FROM HANNA FITZ

International Brand Strategist and Business Coach



Thank you for downloading my free checklist. I truly believe that this is the most exciting time for experts everywhere.

The Internet has given us a platform where we can reach millions and even billions of potential clients all over the world.

Entrepreneurs like us, now have the opportunity to grow our business beyond the shores of our country, reach and impact the lives of people from anywhere in the world.

I have put together this checklist of essential elements that successful brands use to position their expertise and brand at a high level and get the attention of the right clients.

If your desire is to move your coaching or consulting brand from **“average”** to **“go to expert”** in your niche, use this as guide to evaluate your current brand, to ensure that you have covered all these must-have areas.

This checklist is based on the key steps to building a brand used by luxury brands world-wide across industries and in my coaching programs. I wish you continued growth and success with your brand.

Cheers to your epic life!

Hanna Fitz

DESIRE CLARITY

If you already had all the money you desire and could do anything in the world, what would your lifestyle look like?

What do you absolutely love to do? *What is that thing that you are naturally great at, that lights you up every time you do it?*

What does your ideal brand look like? *Are you working from home, travelling, etc.?*

How much money do you want to make every month with this brand? *(get clear on a number)*

How much money do you desire to make yearly?

Why is it absolutely important that you make this amount of money?

What action steps do you need to take to make your desires a reality?

BRAND STRATEGY TEST

Check off the appropriate box based on where you are with your brand right now.

CRITERIA	WEAK	NEUTRAL	GREAT
You don't have a strategy, which makes it difficult to communicate and convince clients to buy.			
You have somewhat of a strategy but there isn't a consistent view in the market of what you offer.			
You have a clear strategy and clients know exactly what you offer and you get clients quickly.			
You don't have a clear value proposition and not sure how what you offer is different.			
You have somewhat of a unique value proposition but the messaging is still not clear, so it's like you're offering another commodity on the market.			
You have a clear value proposition, your message is powerful and unique setting you apart from the competition.			
Prices are average, which is neither hurting nor helping your business.			
You can charge a premium price because your ideal clients are clear about the differentiated value you offer.			
Hardly anyone one knows your brand exist.			
Your brand has some market recognition but it hasn't really helped or hurt your business.			
You're very well known in your market which results in a constant flow of clients.			

There are essential elements of brand building that successful brands use to position at a high level and stand out in the market as different, to get the attention of the right clients.

If your desire is to move your brand from **“average”** to **“go to expert”** in your niche, use this guide to evaluate your current brand to ensure that you have covered all these must-have areas.

Let's get started.

DISTINCT EXPERTISE

Are you trained, certified or experienced in that particular niche and can create real results for your clients?

Are you investing in continuous training, personal growth and development?

BRAND PURPOSE

Do you have a clear brand purpose connected to your desires and the desires of ideal clients?

Do you have a well defined mission statement?

BRAND STRATEGY

Is there a clear strategy and roadmap to correctly position your brand to attract high-end clients?

Do you have a unique selling proposition (creneau) that sets you apart from competitors and allows you to charge a premium price for your distinct work?

IDEAL CLIENT

Do you have a you clearly defined ideal client and have well aligned high-value solutions that they are willing to pay a premium price for?

Do your clients know about your offer?

Do you have a unique brand message that resonates with your ideal clients?



DISTINCT BRAND IDENTITY

Do you have a distinct brand identity that can hold its own when faced with similar products/services at a lower price?

Is your brand identity consistently being reflected in your brand image and message?

Do you have a commercially viable brand name that attracts clients?



PRODUCT DEVELOPMENT

Do you have premium products and services that are well priced and offer a clear high value solution?



DISTINCT VISUAL BRAND

Do you have a high quality, unique brand image that reflects your overall brand identity?

Do you have a website that accurately reflects your brand strategy, identity and unique offer?

Do you have professional photos that personify your brand identity?

Does your brand have suitable and distinct colours that is consistently being used?



MARKETING AND VISIBILITY

Is there an effective 90 day marketing plan to become more visible as an expert and attract high-end clients?

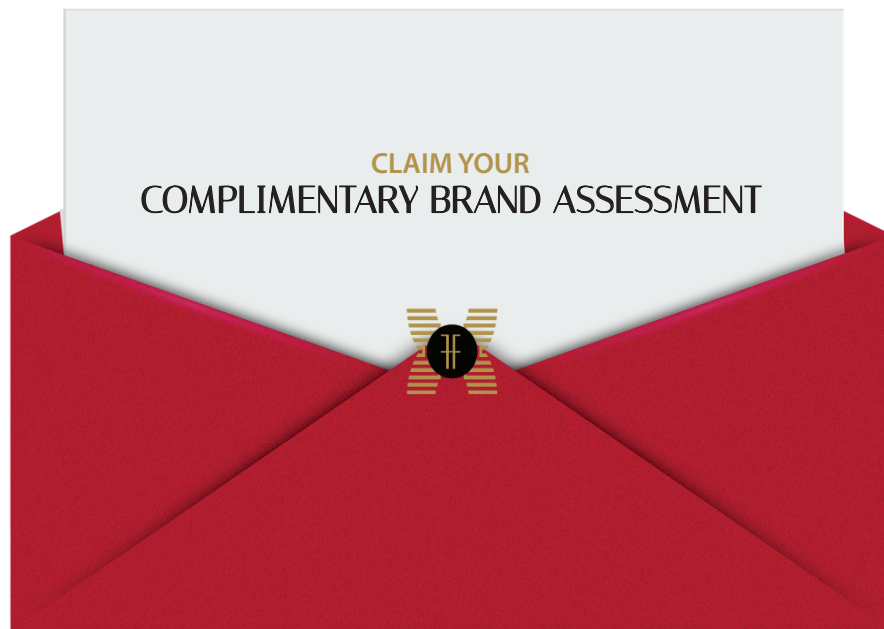
Do you have a well developed content and social media strategy?

Do you have a working online funnel to sell high-end services online?

Do you have a mailing list that is consistently growing with new qualified leads?



BONUS GIFT



APPLY NOW

I want to reward you for taking action and signing up. I have cleared out 10 spots in my calendar to offer a free brand assessment for the woman who is ready to take her brand to next level.

If you are interested in having your brand personally assessed by me, click the button above to fill out the application form. A member of my team will contact you on the success of your application as we only have limited spots available.

I'm really excited to personally read your application and hope that you will be amongst the 10 women I will meet with this month, to take a look at your current brand and how you can take it to the next level.

You're probably sitting on a goldmine idea. What you need is a brand that fully expresses your great ideas, so that you can stand out online, get the attention of high-end clients and achieve your full potential.

For information on private coaching, visit: www.hannafitz.com or email us at info@hannafitz.com