



Magnetic **Brand**

BRAND BUILDING
WORKBOOK

16 SESSIONS

BY INALTUM

S e s s i o n 0 1

Your Core Values

Purpose of this Session

Every brand starts with you, the entrepreneur. Your values shaped the business you built and how your customers experience it. Most of the time, these values are felt but rarely defined. By naming them, you'll uncover the magnetic force that draws your ideal clients in.

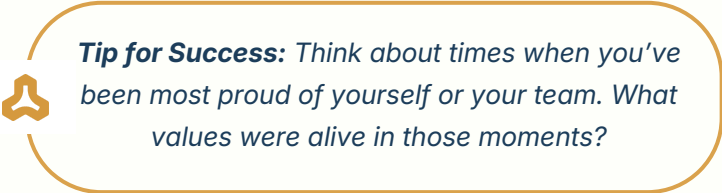
By the end of this session, you'll walk away with:

- ✓ 4-5 Core Values
- ✓ Vivid descriptions to exemplify them
- ✓ Catchphrases to make them memorable

Step 1: Write It All Down (Make It Ugly)

Don't edit. Don't polish. Just write everything that comes to mind:

- What you value most in life & work.
- Behaviors you expect from yourself and your team.
- Traits you look for in "your people."



Tip for Success: Think about times when you've been most proud of yourself or your team. What values were alive in those moments?

Brainstorm here



Step 2: Group Your Values

Look for patterns. Circle, highlight, or sort them into **4–6 clusters**. Each cluster represents a potential Core Value.

Groupings

Group 1


Group 2

Group 3

Group 4

Group 5

Group 6

 **Tip for Success:** *Imagine each group as the trunk of a tree, with your brainstormed words as branches.*

Step 3: Define Each Group as a Core Value

Now transform each cluster into a polished Core Value. For each one:

1. Give it a name (word or short phrase).
2. Write 2–3 sentences describing what it means in the context of your business.
3. (Optional) Add a short, memorable catchphrase.

Core Values (Final Draft)

Core Value #1

Name: _____

Definition: _____

Catch phrase: _____

Core Value #2

Name: _____

Definition: _____

Catch phrase: _____

Core Value #3

Name: _____

Definition: _____

Catch phrase: _____

Core Value #4

Name: _____

Definition: _____

Catch phrase: _____

Core Value #5

Name: _____

Definition: _____

Catch phrase: _____

Core Value #1

Core Value: _____

Definition: _____

Catch phrase: _____

Core Value #2

Core Value: _____

Definition: _____

Catch phrase: _____

Core Value #3

Core Value: _____

Definition: _____

Catch phrase: _____

Core Value #4

Core Value: _____

Definition: _____

Catch phrase: _____

Core Value #5

Core Value: _____

Definition: _____

Catch phrase: _____

Wrap Up

Your Core Values

Your deliverable for this session is a **clearly articulated set of Core Values**—the foundation of your brand’s magnetism.

Instructor’s Final Word

These Core Values are not abstract ideals—they’re the bedrock of your Magnetic Brand. As we move forward, they’ll align everything else: your mission, your strategy, your client experience.

Instructor’s Example

Execution

We don’t just craft strategies—we execute on them. We die a little inside when ideas collect dust. We burn out when plans stall. We exist to help business owners gain sustainable momentum—to take bold, decisive action that gets results.

“Vision without execution is delusion.”

S e s s i o n 0 2

Who Do You Serve

Purpose of this Session

To build a Magnetic Brand, you need clarity on who you're trying to attract. If you try to aim your magnet at everyone, you will still pull some people in—but you'll attract exponentially fewer of the right people, and you'll burn substantially more energy in the process.

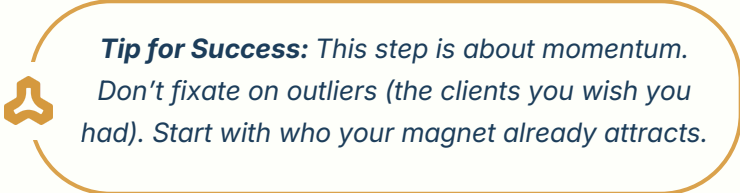
By the end of this session, you'll walk away with:

- ✓ A demographic profile of your ideal client.
- ✓ An internal articulation you can use to filter decisions.
- ✓ An external articulation you can use to describe who you serve to others

Step 1: Identify Your Current Clients

Start by reflecting on the clients you've already worked with.

Prompt: Imagine putting every client from the last two years into one room. Focus on the 75% you served most easily with tools and processes you already know well. Who are they and what's true of them?



Tip for Success: This step is about momentum. Don't fixate on outliers (the clients you wish you had). Start with who your magnet already attracts.

Brainstorm here



Step 2: Build a Demographic Profile

Now, let's turn those patterns into a structured profile. Fill in as much detail as you can.

Demographic Profile Fields

Age range: _____

Annual income: _____

Stage of life: _____

Why they're interested in my product/ service:

Where they found/ first met me:

What I have in common with them:

Why they first used my product/ service:

Why they continue to use/ refer me:

Step 3: Write Your Internal Statement

This is for *you* and *your team*. It helps you focus your magnet in the right direction.

Template (fill in the blanks):

I am magnetic to people who are [stage in life], between [ages], making [income] per year. They are interested in my product/service because [why they are interested in my product or service]. They found me via [where they found you] and they resonate with me because [commonality]. We first started working together because [why they first used you], and we continue working together because [why they continue to use you/referrals].

Your Internal Statement

Step 4: Write Your External Statement (Magnet Statement)

This is what you'll say to others when they ask, "Who do you serve?"

Template (fill in the blanks):

I serve people who are [reason they're interested in your service]. My repeat clients choose me over others because [why they continue to use/referrals].

Your External Statement (Magnet Statement)



Tip for Success: Keep it simple and repeatable. If someone can repeat it back to you after hearing it once, it's clear.

Wrap Up

Who You Serve

By the end of this session, you should have:

A **Demographic Profile** (structured details).

An **Internal Statement** (guides your focus).

An **External Statement** (Magnet Statement) (guides what you say to others).

Instructor's Final Word

When you can name exactly who you serve, you will transition from *chasing* opportunistic revenue to *generating* intentional revenue. This pivot is key to achieving breakthrough growth. In the metaphor of creating a magnetic brand, you should now have clarity on where to put your magnet for maximum attraction.

Instructor's Example

Demographic Profile: Professionals in their 40s–50s, earning \$150k–\$300k, homeowners preparing for retirement, found through referrals, value expertise and long-term trust.

Internal Statement: I am magnetic to professionals in midlife, aged 40–55, making \$150–300k annually. They are drawn to me because I simplify financial decisions, and we connect over a shared value of family stability. They first worked with me because of referrals, and they stay because I consistently deliver peace of mind.

External Statement: I serve mid-career professionals who want financial clarity & stability. My clients keep coming back as they trust my guidance and know I help them protect what matters most.



Thank you!

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