



woman
BEYOND THE BRAND

A CLARITY TOOL

OWN YOUR EDGE

A Clarity Guide to Find Your Voice, Your People, and Your Core Message

You don't need more content ideas.

You don't need to sound louder or more confident online.

You need clarity, about who you're really here for, and what you actually know.

This guide will help you find that clarity by starting where your *edge lives*:

your lived experience.

■ Set aside 10–15 quiet minutes. Be honest. Don't over-edit.

PART
01

THE FOUR QUESTIONS THAT REVEAL YOUR **EDGE**

Open your notes or a fresh document and answer these four questions as truthfully as you can.

Don't aim for polished. *Aim for real....*

01

WHAT I WAS GOING THROUGH BEFORE I FIGURED THINGS OUT

What did life or work feel like before things shifted for you?

- What were you struggling with internally?
- What weren't you saying out loud?
- Where did you feel stuck, frustrated, or unsure?

YOUR ANSWER

02

WHAT CHANGED FOR ME

What was the shift?

- A decision you made
- A belief you dropped
- A moment where you stopped doing what was expected and chose what was true

YOUR ANSWER

03 WHAT I NOW KNOW THAT MY IDEAL CLIENT DOESN'T YET

This is crucial.

What feels obvious to you now, but wasn't then?

- A mindset shift
- A truth about confidence, visibility, boundaries, or leadership
- Something you wish someone had told you sooner

YOUR ANSWER

04 THE ADVICE I'D GIVE MY PAST SELF

If you could speak to the version of you who was stuck, what would you say? Not advice you've read, advice you've earned.

YOUR ANSWER

**PART
02**

USE CHATGPT FOR ULTIMATE CLARITY

Now comes the clarity shortcut.

Copy the prompt on the next page into ChatGPT, filling in your answers ↓

PROMPT
01

“

I've thought deeply about my own journey and answered these four questions —

- What I was going through before I figured things out (*insert your answer*)
- What changed for me (*insert your answer*)
- What I now know that my ideal client doesn't yet (*insert your answer*)
- The advice I'd give my past self (*insert your answer*)

Using these answers, please help me clearly describe my most aligned client, including their mindset, challenges, goals, values, and how they act when they're ready to work with me. Help me create a detailed picture so I can craft messaging and offers that speak directly to them. Can you also outline, in one sentence, what my core message needs to be?”

PROMPT
02

Once ChatGPT gives you your aligned client profile, then paste this prompt to go deeper.

“

Based on this aligned client profile, can you help me clearly identify:

- The core desires that are driving them
- The limiting beliefs or misconceptions holding them back

Focus on emotional truth, internal struggles, and hidden assumptions that might be keeping them stuck, so I can speak directly to both their hopes and their hesitations in my content, offers, and messaging.”

BEFORE YOU CLOSE THIS DOCUMENT

**ANSWER THIS FINAL
QUESTION IN YOUR OWN
WORDS**

“What truth am I here to say, even if not everyone agrees with it?”

**THAT SENTENCE IS
YOUR **EDGE.****