ESTEE DESIGNS
BOUTIQUE

WHY DON'T PEOPLE UNDERSTAND WHAT YOU DO

A guide to help you find your business clarity
so it feels like you and attracts the right clients

15-MINUTES

BEFORE WE START

Grab a pen and paper.

Set aside 15 minutes.

Don't overthink your answers or try to sound generic.

Just write what comes naturally

.

You’re not bad at business, but something feels… off.
You sit down to write content and it takes way longer than it should
You keep rewriting the same thing and it still doesn’t sound right
Nothing fully feels like you!

Sometimes, the way you've been describing your business no longer reflects what you actually do or who you've become.
So you second-guess your words, soften your message and overthink how to explain yourself.

This is about hearing yourself clearly again.

STEP 1
WHAT DO PEOPLE ACTUALLY COME TO YOU FOR?

Think about your last few clients. Why did they really choose you?

What did they walk away with?

Clarity? Confidence? Direction? Something else?

STEP 1

WRITE DOWN WHAT THEY GET FROM WORKING WITH YOU.

STEP 2

WHAT ARE YOU DONE SAYING?

Sometimes it’s not that you don’t know what to say...
It’s that you’re still saying things that don’t feel like you anymore.

Look at how you currently describe your business.

What feels forced, outdated or no longer true?

STEP 2

WRITE DOWN THE THINGS YOU'VE OUTGROWN AND DON'T WANT TO KEEP SAYING

WHAT THIS LOOKS LIKE

EXAMPLE #1

before

“I help businesses grow their online presence through strategic branding”

after

“I help people say what they actually mean so their brand finally feels like them, and connects”

WHAT THIS LOOKS LIKE

EXAMPLE #2

before

“I offer mindset and business coaching for women entrepreneurs”

after

“I help women reconnect to their voice so they can build a business that actually feels like theirs”

THE TRUTH MOST PEOPLE MISS

They think that they need:

- better content,
- stronger messaging
- clearer niche



The real issue is this:

Trying to communicate your business through words that no longer reflect what you really mean.

WHAT’S ACTUALLY GOING WRONG

Your message might be getting lost because you're:

- Saying too much. (overexplaining)
- Focusing on what people don't care about.
- Softening what you really mean.

STEP 3
SAY IT CLEAN

Look at what you wrote in Step 2.
If you could describe your business without trying to impress anyone, what would you say?

You don’t need to sound like anyone else.
You just need to sound like you without the outside pressure.

STEP 3

WRITE IT AS YOU'D EXPLAIN IT TO SOMEONE IN CONVERSATION

THE SHIFT

Read what you wrote.

Does it feel simpler? More honest? Easier to say?

That feeling is a sign you're getting closer to a message that reflects you.

Now you have something to work with.

STILL FEELS UNCLEAR?

Sometimes it's difficult to see what's missing when you're too close to your own business.
That's where I can help.

BOOK A CLARITY REALIGNMENT SESSION

We'll look at what's not working, what's changed and what needs to be communicated more clearly.