

THE
Brand
Signal
REPAIR KIT

*27 Things Your Brand Must Signal
Before a Premium Client Will Trust You*



by
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HOW TO USE THIS KIT

For each statement, answer YES or NO. Be honest — not the version of yourself you want to be, the version you actually are right now. At the end of each section, count your NO answers. If you scored 2 or more NOs in a section, that section is a signal leak. Use the Fix-It Prompt at the end of that section to repair it. Copy it, paste it into ChatGPT or Claude, and follow the instructions. You will have a usable output within minutes.

At the end of the kit, use the Signal Repair Priority guide to see where to focus first.

Time needed: 15–20 minutes. Find somewhere quiet. Be honest.

Jveta Eikemo



1

SECTION 1 — PROFILE & FIRST IMPRESSION

The first 3 seconds. This is where most brands lose premium clients before they even start.

- 1** A stranger can tell within 5 seconds exactly who you help and what changes for them – without reading your bio twice.

.....

YES	NO
-----	----
- 2** Your profile photo is high quality, well-lit, and looks like someone who operates at a premium level.

.....

YES	NO
-----	----
- 3** Your display name includes a clear role or expertise – not just your name.

.....

YES	NO
-----	----
- 4** Your bio leads with the client's pain or outcome – not your credentials or your story.

.....

YES	NO
-----	----
- 5** Your link in bio goes somewhere intentional – not a dead end, a generic website, or nothing at all.

.....

YES	NO
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Section 1 Score: ___ YES out of 5

1

SECTION 1 — PROFILE & FIRST IMPRESSION

The first 3 seconds. This is where most brands lose premium clients before they even start.

SECTION 1 FIX-IT PROMPT — Your Bio & First 3 Seconds

Use this if you answered NO to 2 or more questions above.

Copy and paste into ChatGPT or Claude.

I need to rewrite my Instagram (or LinkedIn) bio so that a premium client can understand exactly who I help and what changes for them within 3 seconds — without reading it twice. Before you write anything, ask me these questions one at a time and wait for my answer before moving on:

1. What is your job title or role — the simplest, most honest version? (Not what sounds impressive. What is actually true.)
2. Who is the one specific person you help? Describe them as precisely as you can — their situation, their frustration, what they are trying to do.
3. What is the single most important outcome your client gets from working with you? Not a process, not a journey — a result they can picture.
4. What is one thing about your background or experience that makes you the right person to help them — something most people in your space cannot say?
5. What do you want them to do after reading your bio? (Click a link, send a DM, download something?)

Once I have answered all five questions, write me three different bio versions: — Version 1: Short (under 150 characters) — for the name/title field or a tight character limit — Version 2: Standard (3–4 lines) — for Instagram or LinkedIn bio — Version 3: Bold opener — one sentence that leads with the client's pain or desired outcome, followed by who you are and what to do next. Make each version direct, specific, and free of words like "help", "journey", "passionate", or "empower". Write as if the ideal client is reading it and thinking: "This is exactly for me."

2

SECTION 2 — VISUAL CONSISTENCY & STANDARD

Premium clients decide with their eyes before they read a word.

Your visuals are your standard made visible.

- 1** Your content has a consistent visual style — someone could identify your post without seeing your name.

.....

YES	NO
-----	----
- 2** Your thumbnail text (if used) is readable, clean, and consistent across posts.

.....

YES	NO
-----	----
- 3** Your colour palette is intentional — not random, not different every week.

.....

YES	NO
-----	----
- 4** Every piece of content you post looks like it was made with care — not thrown together in 10 minutes.

.....

YES	NO
-----	----
- 5** Your Reels or videos are well-lit and clearly filmed — dark or blurry content signals low standards immediately.

.....

YES	NO
-----	----
- 6** Your grid or feed as a whole communicates the level you operate at — if a premium client scrolled your profile, they would feel confidence, not confusion.

.....

YES	NO
-----	----

Section 2 Score: ___ YES out of 6

2

SECTION 2 — VISUAL CONSISTENCY & STANDARD

Premium clients decide with their eyes before they read a word. Your visuals are your standard made visible.

SECTION 2 FIX-IT PROMPT — Your Visual Brand System

Use this if you answered NO to 2 or more questions above.

Copy and paste into ChatGPT or Claude.

I need to define a simple, consistent visual brand system for my content so that a premium client could identify my posts without seeing my name — and feel confident in the standard I operate at.

Before you build anything, ask me these questions one at a time:

1. What 3 words would you want a premium client to feel when they look at your feed or profile? (Examples: calm, precise, elevated, warm, bold, minimal)
2. Do you currently have brand colours? If yes, what are they? If no, describe 3 brands or accounts whose visual style you admire and why.
3. What type of content do you post most — carousels, single images, Reels, text-based graphics, or a mix?
4. What is your niche and who is your ideal client? (Their situation and what they want.)
5. What is one visual thing about your current content that you know is inconsistent or not working?

Once I have answered, give me: — A simple 5-point Visual Brand Standard I can follow for every piece of content (covering: colour use, font/text style, image quality, content format, and overall mood) — 3 specific rules for my feed stated as "always" and "never" statements so they are easy to remember — A one-sentence Visual Brand Statement I can use to check every piece of content before I post: "My content always looks and feels _____, and never _____."

Keep everything practical and immediately actionable. I should be able to apply this to my next post without needing a designer.

3

SECTION 3 — MESSAGE & VOICE

Your message is what keeps them. Generic content is invisible. Specific, honest content stops the scroll.

- 1** Your captions sound like you — not like a version of you that has been flattened to sound "professional."

.....

YES NO
- 2** You have specific language, phrases, or frameworks that belong to your brand and no one else's.

.....

YES NO
- 3** Your content speaks to one specific person — not "everyone who wants to grow online."

.....

YES NO
- 4** You lead with story or insight — not with advice that could have been written by anyone.

.....

YES NO
- 5** Your call to action is clear and consistent — people always know what the next step is.

.....

YES NO
- 6** Your content makes your ideal client feel seen — not just informed.

.....

YES NO

Section 3 Score: ___ YES out of 6

3

SECTION 3 — MESSAGE & VOICE

Your message is what keeps them. Generic content is invisible. Specific, honest content stops the scroll.

SECTION 3 FIX-IT PROMPT — Your Unmistakable Brand Voice

Use this if you answered NO to 2 or more questions above.

Copy and paste into ChatGPT or Claude.

I need to identify and document my authentic brand voice — so my content sounds unmistakably like me, not like a flattened professional version of me or a generic online coach. Before you write anything, ask me these questions one at a time:

1. Paste 2–3 captions or pieces of content you have written that felt most like you — the ones where you re-read them and thought: "Yes, that sounds right."
2. Paste 1–2 captions you have written that felt flat, generic, or like they could have been written by anyone.
3. What topics do you talk about that no one else in your space talks about quite the way you do?
4. What is something you genuinely believe about your industry that most people in your space would not say out loud?
5. How would your best client describe your communication style after working with you?

Once I have answered, give me: — A Brand Voice Profile: 4 specific characteristics of my voice with a "sounds like" and "does not sound like" example for each — 5 words or phrases that are distinctly mine and should appear regularly in my content — 3 words or phrases I should eliminate immediately because they flatten my voice — A rewrite of one of my flat captions using my actual voice — One original caption I could post this week, written in my voice, on a topic I care about Do not make my voice sound more polished or more professional. Make it sound more like me.

4

SECTION 4 — POSITIONING & CREDIBILITY

Positioning is not what you say about yourself. It is what becomes obvious without you saying it.

- 1** Your background — what you have done, seen, or built — is visible in your brand in a way that creates instant credibility.

.....

YES	NO
-----	----
- 2** There is something about your approach or perspective that no direct competitor can claim.

.....

YES	NO
-----	----
- 3** When someone finds you, it feels like they found exactly the right person — not just a good option.

.....

YES	NO
-----	----
- 4** Your story explains not just what you do, but why you specifically are the right person to help.

.....

YES	NO
-----	----
- 5** Your content positions you as a guide who has been there — not a teacher who has only studied it.

.....

YES	NO
-----	----

Section 4 Score: ___ YES out of 5

4

SECTION 4 — POSITIONING & CREDIBILITY

Positioning is not what you say about yourself. It is what becomes obvious without you saying it.

SECTION 4 FIX-IT PROMPT — Your Unfair Advantage Positioning Statement

Use this if you answered NO to 2 or more questions above.

Copy and paste into ChatGPT or Claude.

I need your help to build a clear positioning statement that makes me the obvious, specific choice for my ideal client — using my real background, experience, and perspective as the foundation.

Before you write anything, ask me these questions one at a time and wait for my answer:

1. What did you do before what you do now? Include roles, industries, environments — even things that feel unrelated. Nothing is irrelevant.
2. What did that background teach you that most people in your current space have never experienced? Be specific — think about standards, environments, problems you solved, things you witnessed.
3. Who is the exact person you help — and what is the specific problem they are stuck in right now?
4. What do you do differently or see differently from every other person who works in your space?
5. What result do your clients get that they could not get from anyone else who does what you do?

Once I have answered all five questions, give me: — A Positioning Statement (2–3 sentences) that explains who I help, what I do, why I specifically am the right person, and what makes my approach different — A Credibility Narrative (1 short paragraph) I can use on my about page, in my bio, or to open a sales conversation — 3 specific credibility signals I am currently underusing that I should be making more visible in my content

5

SECTION 5 — STANDARDS & CONSISTENCY

Standards are not stated — they are demonstrated.

Every touchpoint either builds or erodes trust.

- | | | | |
|----------|---|-----|----|
| 1 | You post consistently enough that someone who finds you today would see the same brand they saw last month.
..... | YES | NO |
| 2 | Every touchpoint — bio, content, captions, stories — feels intentional rather than improvised.
..... | YES | NO |
| 3 | The quality of your free content reflects the quality of your paid offers.
..... | YES | NO |
| 4 | You respond to comments and DMs in a way that reflects your brand standard — not rushed, not ignored.
..... | YES | NO |
| 5 | If a premium client looked at everything you have published in the last 30 days — they would feel confident paying your price.
..... | YES | NO |

Section 5 Score: ___ YES out of 5

5

SECTION 5 — STANDARDS & CONSISTENCY

*Standards are not stated — they are demonstrated.
Every touchpoint either builds or erodes trust.*

SECTION 5 FIX-IT PROMPT — Your 30-Day Brand Repair Plan

Use this if you answered NO to 2 or more questions above.

Copy and paste into ChatGPT or Claude.

I need to audit the last 30 days of my brand presence and build a simple, sustainable standard I can maintain — so that a premium client who finds me today would see the same brand they would have found last month.

Before you build anything, ask me these questions one at a time:

1. How many times did you post in the last 30 days — across all platforms you use for your brand?
2. Looking at those posts honestly: what percentage felt intentional and on-brand versus reactive or "just to post something"?
3. What is the one platform where your brand presence is strongest right now?
4. What is the one touchpoint — bio, stories, DMs, comments, email — that you know is inconsistent or below your standard?
5. What would "consistent" realistically look like for you given your current time and capacity?

Once I have answered, give me: — A 30-Day Brand Repair Plan: 3 specific actions I can take in the next 30 days to raise the standard of my most important touchpoints — A Weekly Minimum Standard: the minimum I need to do each week to maintain a credible, consistent brand presence without burning out — One thing I should stop doing immediately because it is actively eroding my brand signal

YOUR SIGNAL REPAIR PRIORITY

20-27 YES

Your brand signal is strong. Premium clients can find you, trust you, and say yes to you. The work now is amplification — more of what is already working.

12-19 YES

Your brand has real potential but is leaking signal in specific places. Some things are working — others are creating doubt in the mind of exactly the client you want. Use the Fix-It Prompts for every section where you scored 2 or more NOs. Repair those leaks before you increase your volume.

Under 12 YES

Your brand is not yet sending the signal that premium clients need to trust you. This is not a content problem — it is a foundation problem. Start with Section 1 and Section 4. Repair the signal before you turn up the volume.

On a superyacht, every detail communicated the standard before the guest arrived. The flowers. The lighting. The way the table was set. Nothing was accidental. Nothing was left to chance. Your brand works the same way. This kit makes sure nothing is left to chance.

