

# Clarity Therapy

*Discover Your Fit, with Steve Woodruff*

A Clarity Therapy session starts with lots of questions. It ends with epiphanies – a much clearer understanding of your DNA, your offering, your strategic direction, your message, and your story.

If you're in the 1% of professionals or businesses who can summarize their message in 10 words or less, and spin out a memorable analogy and story that helps people know exactly what your value is, then you may not need Clarity Therapy.



If, however, your messaging approach lacks a clear focus; if you don't have a clearly differentiated offering and niche for your career or business; if your elevator speech is not succinct and memorable - then you can probably use some clarity.

Steve Woodruff serves as your outside advisor, asking all the right questions to bring to light your professional DNA. Then, together, we put that discovery into go-to-market messaging and a clear direction.

*Advantage Performance Group was facing the challenge of moving its offerings to a new level. Steve helped us get all the elements out on the table and creatively led us to new brand positioning and messaging, under very tight time constraints. The outside perspective of the "Clarity Therapist" was just what we needed to align our marketing message with our new direction. – **Annika McCrea**, President and CEO, Advantage Performance Group.*

## What does Clarity Therapy cost?

*Clarity Therapy starts at **\$750\*** (for professionals in career transition; 3-hour session);*

*up to **\$4,800\*** (existing businesses seeking to re-focus market approach & message; full-day session)*

*Consultants and startups typically fall somewhere in between (3-6 hour session)*

*\*plus travel expenses if necessary*

*Clarity Therapy also includes up to 1 month of weekly phone/e-mail follow-up advice. Extended brand consulting and business coaching is available as needed.*

Business	Clarity Therapy
Company DNA	<input checked="" type="checkbox"/>
Key Offering	<input checked="" type="checkbox"/>
Market[place]	<input checked="" type="checkbox"/>
Story	<input checked="" type="checkbox"/>
Message	<input checked="" type="checkbox"/>
Analogy	<input checked="" type="checkbox"/>

For more information, see [SteveWoodruff.com](http://SteveWoodruff.com), or reach out to Steve Woodruff at 973-947-7429 (e-mail: [steve@stevewoodruff.com](mailto:steve@stevewoodruff.com))

*What do people say about Clarity Therapy....? →*



*“Steve's ability to crystalize disparate thoughts down to a very simple and actionable sentence or phrase are absolutely important to most professionals today. Steve's got a tricky gig because most of us ‘think’ we're being clear and succinct. **I can tell you that by paying attention to Steve, you'll learn where you, yourself, can use a little clarity therapy.**” – Chris Brogan, Boston*

*“I was in the process of rebranding my business when I discovered Steve's Clarity Therapy Session service. I help clients create brand strategies all the time, but was struggling to do this for myself! I had a lot of ideas about the direction I wanted to take, but putting them together into a unique offering, with a simple message, was a real struggle. Through a focused Clarity Therapy session, **Steve helped bring all the puzzle pieces together and my new brand, my story and my offerings came into focus.** Steve was very thorough, empathetic and insightful during our session. I really enjoyed the process and the brainstorming and strategizing environment he created. Having the key words and stories to express my value proposition has been a tremendous help in creating my messaging, building my brand and marketing my services. I'm moving forward and excited about my new direction!” – Jocelyn Ring, South Carolina*

*“Steve is gifted in the area of **helping entrepreneurs crystallize what it is they really offer, how to position the offering and the best way to articulate the offering.** Steve and I completed two Clarity Therapy sessions that helped transform the way I think about Lord Strategic Partners and my overall business direction. After spending time with Steve I was both exhausted and exhilarated. I was excited to put into action the newfound sense of clarity gained.” – Fred Lord, Connecticut*

*“When I decided to start my own company in 2012, I wanted to make sure I had a clear vision for my business and my strategic goals. Enter Steve Woodruff, Clarity Therapist! In what I consider to be my best decision this year, I hired Steve to help me take an idea and shape it into a real business. When we were done, I felt much better about the road ahead. **Steve is an artist who takes ‘hazy gray’ and turns it into ‘black & white.’** I confidently recommend Steve if you are looking for clarity in your business.” – Brian Moran, New Jersey*

*“Steve is an architect. His ability to see both the raw resources and the cultivated landscape within his clients is superb. Combing timeless skills of expert listening and acute assessment, Steve aptly guides individuals to build timely and relevant personal and professional frameworks from which to create, develop, and grow. I have sought the help of many similar professionals during different transitions in my career, but **I have never felt as equipped, focused, and aware of myself and the situational horizon as I did after working with Steve.** First rate!” – Anthony LaMouria, New Jersey*

*“It's no secret that peeling the onion to reveal your personal brand is wicked hard. **The truth is, Steve's clarity therapy session makes discovering your brand wicked easy.** Forget about spending weeks or months to unravel and express your brand's DNA. Steve has a secret way of discovering and expressing your brand through a clarity therapy session. His approach is lightning fast, highly effective and thoroughly enjoyable.” – Tom Clifford, Connecticut*

## Typical [Clarity Therapy](#) process for Small Businesses

1. Pre-work/up-front analysis by Steve Woodruff (based on provided client information)
2. Live meeting (in-person or via Skype/Google+ video)
  - a. Intensive questioning to uncover company history, identity, and [DNA](#)
  - b. "[De-fragmentation](#)" of current market approach and offerings
  - c. Brainstorming of [differentiating offerings](#) and [best-fit market opportunities](#)
  - d. Development of key messaging "word packages" ([summary](#), [offerings](#), [story](#), [analogy](#))
3. Initial follow-up call to discuss and refine direction and messages
4. Ongoing follow-up (e-mail and/or phone) for one month to refine direction and messages

*(links above lead to blog posts further explaining the particulars of the Clarity Therapy process)*

**The Clarity Therapy process is similar for individuals in career transition**, though the aim is to define an ideal job role based on past experience and professional DNA.

*We all need Clarity Therapy. As Hugh McLeod so eloquently illustrated:*

