

Your Brand Identity

Sample Business: Clear Vision Accounting

Expert AI Prompts

Step 3 of 3 • Business DNA Builder

SAMPLE OUTPUT

How this document was created: With both the Customer Persona (Step 1) and Value Proposition (Step 2) in active context, Clear Vision Accounting ran the Brand Identity prompt in the same AI session. The AI synthesised everything it had already learned — the customer's fears, the business's core differentiators, and the transformation promise — to build this complete brand identity from first principles.

SECTION 1

Mission / Vision / Values / Strategic Goals

Mission

To eliminate financial stress and surprise for Australian SME owners by providing proactive, relationship-driven accounting that turns numbers into confident decisions.

Vision

A Brisbane where every trades and health business owner finishes their working week knowing exactly where they stand financially — and plans their growth boldly because of it.

Values

- **No Surprises:** In fees, in advice, in everything. Transparency is non-negotiable at every interaction.
- **One Voice:** One accountant, always available, who knows your business as well as you do.
- **Plain English:** Zero jargon. Maximum clarity. If a client needs a glossary to understand our advice, we have failed.
- **Proactive First:** We surface problems before they become penalties. Clients should never call us in a panic.
- **Industry Deep:** Specialists, never generalists. We know your industry codes, deduction landscape, and compliance obligations.

Strategic Goals — Next 12 Months

1. Grow the active client base from 85 to 150 (65% YoY growth).
2. Achieve 95%+ client retention rate measured at each 12-month anniversary.
3. Launch industry-specific onboarding packages for licensed electrical contractors and physiotherapy practices.
4. Generate 40% of new clients via peer referrals — the highest-trust acquisition channel for our persona.
5. Publish a monthly BAS Readiness Report for all clients — a proactive touchpoint that reinforces the core brand promise.

Strategies & Actions

- **Referral Activation:** A structured referral programme: every client who refers a new client earns a \$200 credit toward their next month's fee. Promoted via monthly client email update.
- **Content Marketing:** One industry-specific article per week (e.g., "Top 12 Deductions Every Brisbane Electrician Misses") targeting high-intent Google searches from the trades and allied health audience.
- **Partnership Channel:** Partner with QBCC licensing consultants, trade supply companies, and Allied Health professional associations to bundle Clear Vision as a recommended service provider in their networks.
- **Product-Led Growth:** The free 30-minute Financial Health Check is the primary lead magnet — a consultation that generates specific, personalised value before any fee is discussed.

Your Brand Identity

Sample Business: Clear Vision Accounting

Expert AI Prompts

Step 3 of 3 • Business DNA Builder

SAMPLE OUTPUT

SECTION 2

Brand Voice & Tone

Personality

- **The Trusted Advisor:** Like a CFO friend who is also a qualified accountant. Expert and capable, but always accessible, never condescending. Frank feels like he is calling a mate who happens to know tax law.
- **The Straight Shooter:** Tells Frank what he needs to hear, not what he wants to hear — always with respect. "You're under-tracking vehicle deductions. Here's how we fix it in 10 minutes."
- **Quietly Confident:** Never boastful. The numbers speak. "87 clients. Zero ATO penalties in 2024. The system works."
- **Operationally Empathetic:** Deeply understands the 50-hour trade week. Never judges Frank for disorganised records — meets him where he is and builds the system from there.

Tone

- On social media: Empathetic and conversational — acknowledge the pain before presenting the solution.
- On pricing and product pages: Clear, structured, and direct. Every line earns its place.
- When asking for the sale: Confident, because the data backs it. ("Our clients save \$1,400/year in penalties. The ROI on our monthly fee is immediate.")
- Never: Condescending, jargon-heavy, alarmist, or corporate.

Style Guide

- **Sentence structure:** Punchy and active. Short paragraphs (2–3 sentences max on social/email). Longer in guides but always scannable.
- **Vocabulary:** Accessible business English. No "leverage synergies" or "holistic solutions."
- **Do say:** "You'll know your P&L; before your morning coffee."
- **Never say:** "We provide comprehensive end-to-end financial management solutions to SME stakeholders."
- **Numbers rule:** Always use specific numbers over vague claims. "8 hours to 20 minutes" beats "saves significant time" every time.

SECTION 3

Brand Voice in Action

Brand Voice in Action 1 — Social Media Post (LinkedIn / Facebook)

Another BAS quarter, another week of panic?

If you're running a trades business in Brisbane, you shouldn't be starting from scratch every quarter. Our clients get a pre-lodgement call, a reconciled Xero file, and a lodgement confirmation — every time, on time.

No scramble. No penalties. No surprises.

We're taking new clients this month. Drop a comment or send a DM — let's fix this permanently.

Brand Voice in Action 2 — Email Subject Line Options

- "Can you afford to hire another apprentice? (We can answer this today)"
- "The 3 deductions every Brisbane plumber misses — including you"
- "Your next BAS is 6 weeks away. Here's your pre-flight checklist."
- "What 87 tradies stopped paying the ATO (and how you can too)"
- "We called our client before his cash flow dropped. Here's why that matters."

Brand Voice in Action 3 — Homepage Opening Copy

Know Your Numbers. Every Day.

Not just at tax time.

Clear Vision Accounting provides fixed-fee bookkeeping, proactive BAS lodgement, and a dedicated accountant who calls you first — so every financial decision you make is backed by data, not gut feel.

One accountant. One fee. Zero surprise bills.

SECTION 4

Expanded Brand Keywords & Phrases

Trust & Authority	• Dedicated Accountant • Fixed-Fee Guarantee • Zero Surprise Bills • Proactive Advisory • Verified Client Reviews • Industry Specialists
Growth & Empowerment	• Data-Driven Growth • Confident Decisions • Financial Clarity • Scale With Confidence • Know Your Numbers
Innovation & Simplicity	• Real-Time Dashboard • Always-On Bookkeeping • One Accountant • Plain English Advice • No Learning Curve
Transformation	• Reclaim Your Evenings • BAS Stress Eliminated • From Reactive to Confident • Financial Peace of Mind • The Last Accountant You'll Ever Change

SECTION 5

Refined Brand Differentiation Statement

"Other accounting firms process your paperwork once a year and call it a service. We call you when your BAS is due, when your cash flow dips below threshold, and when there is a deduction you are missing. One accountant. One fee. No surprises. That is the Clear Vision difference."

SUMMARY

Brand Summary

Clear Vision Accounting exists for the Brisbane SME owner who is operationally excellent but financially under-served — the tradie who runs a tight ship on the tools but dreads BAS time, the practice owner who has no idea if this month was profitable until their accountant calls in April. Our brand is built on three

pillars: radical transparency (one fee, one person, zero surprises), deep industry knowledge (we speak electrician and physio, not just accounting), and proactive partnership (we call Frank before he needs to call us).

We do not just do tax returns — we give business owners the financial confidence to make the decisions they have been putting off. To hire the apprentice. To buy the new van. To finally take a holiday without a knot in their stomach about what is happening in the accounts. At our core, we do not sell accounting services. We sell financial peace of mind for people who have earned it.