

BY MICHAEL **McATEER**



# **BRAND** **ESSENCE**

Unlocking the **Core** of Your Brand



[www.BIGGravityMarketing.com](http://www.BIGGravityMarketing.com)

# ABOUT

## BIG Gravity Marketing

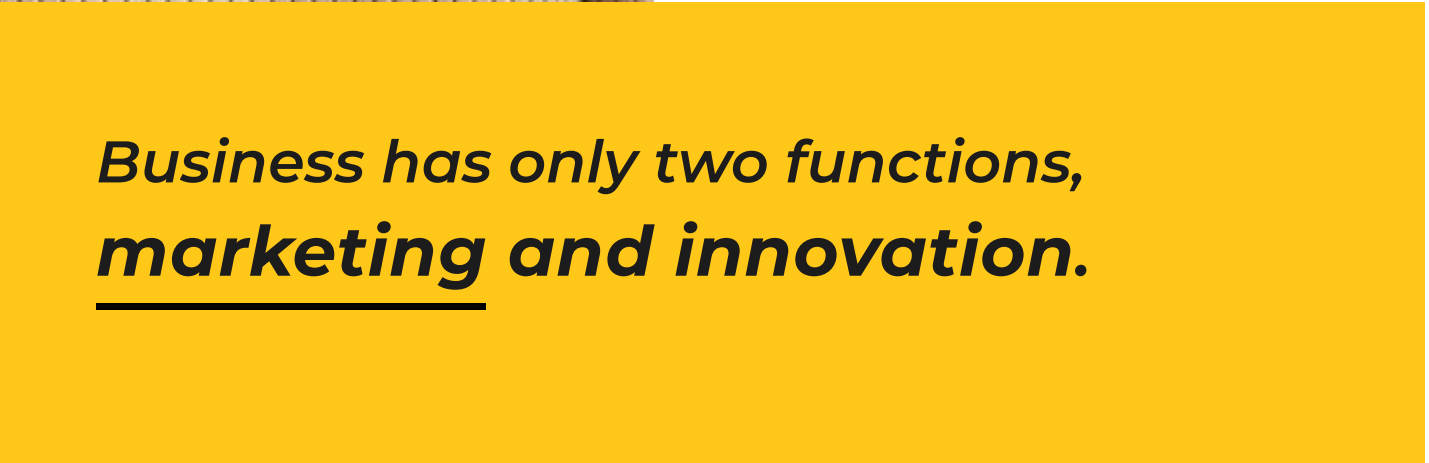
### AI-Powered Marketing

We help businesses find and amplify their center of gravity - the ideas, values, and experiences that truly resonate with customers. **We specialize in uncovering each brand's unique essence** and turning it into clear messaging, bold design, and authentic strategies that inspire trust and growth.

### About Michael McAteer

Michael McAteer is a brand strategist and marketing consultant with over 20 years of experience helping businesses discover and express their unique identity. He is the creator of the *Brand Essence* framework, guiding companies to sharpen their voice, strengthen customer trust, and grow with authenticity.

***Business has only two functions,  
marketing and innovation.***



# INTRO

## What is brand essence?

**Every business has a center of gravity** - the qualities that make it resonate with customers. Brand Essence is not just your logo, colors, or tagline. It is the energy at the heart of your brand: how people experience you, why they trust you, and what keeps them coming back.

***Brand Essence is not just  
your logo, colors, and tagline.***

**This book will help you discover and articulate your Brand Essence, using six universal Essences as guides.** These are not boxes to lock you in but archetypal patterns you can draw from to sharpen your voice, strategy, and growth.

## How to Use This Book

- **Read through the six Brand Essences** with an open mind.
- **Use the exercises** and worksheets to test which resonate most with your business.
- **Blend a Primary Essence** (your anchor) with a Secondary Essence (for nuance).
- **Apply these insights** to messaging, visuals, and customer experience.



## Questions? Ask Michael Mac.

**If you have questions or want guidance as you work through this book, please don't hesitate to reach out.**

You can contact me, Michael McAtter, directly at BIG Gravity Marketing. I'd be glad to hear about your goals and help you apply these ideas to your own brand.





## ESSENCE TYPE: **STRENGTH**

### Is This Your Brand Type?

**Strength brands earn trust by performing under pressure.**  
Customers choose you when failure is not an option:  
field-tested, durable, steady.

#### *Core Signals*

- Proven reliability
- Clear standards and ratings
- Consistent performance
- Direct, confident language

#### *Voice Kit*

**Tone:** direct, assured

- Verbs: prove, withstand, protect, deliver, endure
- Phrases: "Built for real work." or "When it has to get done."

#### *Proof Kit*

**Stress tests**

- Industry Certifications
- Case logs/Track Record
- Warranty/Service Metrics

#### *Pitfalls*

- Sounding generic ("high quality")
- Over-hard, lacking warmth and relatability

***Strength Brand Essence is  
trusted and reliable.***





# ESSENCE TYPE: STRENGTH

## Step 1: Proof Under Pressure

Think of 3–5 moments when your product/service proved itself when it mattered most.

*What was at stake?*

*What did you deliver?*

*What measurable outcome resulted?*



### Situation

Storm-damaged roof

### What was at risk?

Client's safety

### How did we respond?

Emergency tarp applied

### Proof artifact

Client testimonial

## Step 2: Translate Into Claims

Turn each proof into a short claim.

**Formula:** "When [risk], we [delivered] = [outcome]."

### Example:

*"When contractors needed gear that could withstand heat and dust, our product lasted 40% longer than competitors."*

### Write Your Own:

- 1.
- 2.
- 3.

## Consider the CTA

**How do you invite customers to see your strength for themselves?**

"See it tested."

"Check the log."

"Book a live demo."

Custom CTA:

## Step 3: Strength Messaging Pillars

Group your strongest claims into 3 big promises that define your Strength essence.

### Pillar (Promise)

Reliability under pressure

Durability by design

Straightforward support

### Supporting Evidence

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## ESSENCE TYPE:

# PROBLEM-SOLVING

### Is This Your Brand Type?

**Problem-Solving brands thrive on systems, precision, and clear solutions.** Customers look to you for competence and outcomes.

#### *Core Signals*

- Logical processes
- Clear frameworks
- Measurable outcomes

#### *Voice Kit*

**Tone:** analytical, structured

- Verbs: optimize, design, reduce, calculate
- Phrases: "There's a system for that." or "Solving the unsolvable."

#### *Proof Kit*

##### **Stress tests**

- Flowcharts/process diagrams
- Case studies with metrics
- Data-driven testimonials

#### *Pitfalls*

- Overloading with jargon
- Losing human connection

*Problem Solving Brand Essence  
thrives on precision.*

# ESSENCE TYPE:

## PROBLEM-SOLVING

### Step 1: Precision at Work

List 3–5 real situations where your process or method solved a complex problem.

*What was the challenge?*

*What process did you use?*

*What measurable outcome did you achieve?*

Challenge	System Applied	Outcome (Metrics)	Proof artifact
Shipping delays	Redesigned workflow	40% faster deliveries	Flow chart

### Step 2: Translate Into Claims

Turn each proof into a short claim.

**Formula:** “By [method], we [solved X] = [outcome].”

**Example:**

*“By introducing quality checkpoints, we cut error rates in half.”*

**Write Your Own:**

- 1.
- 2.
- 3.

#### Consider the CTA

“See the workflow.”

“Check the numbers.”

“Follow our process map.”

Custom CTA:

### Step 3: Problem-Solving Messaging Pillars

Group your claims into 3 main promises that define your Problem-Solving essence.

**Pillar (Promise)**

**Supporting Evidence**

Precision

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Efficiency

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Trusted Process

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## ESSENCE TYPE: **SOCIABILITY**

### Is This Your Brand Type?

**Sociability brands bring people together**, typically around a product, lifestyle, or shared belief. They are cultural hubs and conversation starters.

#### *Core Signals*

- Active community
- Style and status cues
- Conversational tone

#### *Voice Kit*

**Tone:** warm and inclusive

- Verbs: join, share, celebrate, connect
- Phrases: "Be part of it." or "Get Ready!"

#### *Proof Kit*

##### **Stress tests**

- Events, forums, or groups
- User-generated content
- Social media engagement

#### *Pitfalls*

- Trend-chasing without substance
- Confusion from too many voices

*Sociability Brand Essence  
**brings people together.***





# ESSENCE TYPE:

# SOCIABILITY

## Step 1: Community in Action

List 3–5 real ways your brand brings people together.

*What activity or space did you create?*

*How did people connect through it?*

*What evidence shows the community impact?*



### Activity / Touchpoint

Customer forum

### How People Connected

Members answered

### Community Outcome

Faster support / brand loyalty

### Proof Artifact

Forum stats

## Step 2: Translate Into Claims

Turn each into a short, connection-led statement.

**Formula:** "Through [activity], connected [group] = [outcome]."

### Example:

*"Through our monthly workshops, we connected local makers and 200 collaborations launched."*

### Write Your Own:

1.

2.

3.

### Consider the CTA

"Join the movement."

"Be part of the community."

"See what others are creating."

Custom CTA:

## Step 3: Sociability Messaging Pillars

Group your strongest claims into 3 main promises that define your Sociability essence.

### Pillar (Promise)

Community

Status/lifestyle

Shared values

### Supporting Evidence

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## ESSENCE TYPE:

# ADAPTABILITY

### Is This Your Brand Type?

**Adaptability brands reinvent, flex, and stay ahead of change.** They thrive on variety and innovation.

#### *Core Signals*

- Flexible offerings
- Fast pivots
- Multiple tiers or formats

#### *Voice Kit*

**Tone:** upbeat and future-facing

- Verbs: shift, evolve, adapt, remedy
- Phrases: "Made to move with you." or "Always one step ahead."

#### *Proof Kit*

##### **Stress tests**

- Version updates
- Bundles/tiers
- Innovation timelines

#### *Pitfalls*

- Losing focus
- Perceived as too expensive

*Adaptability Brand Essence*  
***thrive on innovation.***

# ESSENCE TYPE:

## ADAPTABILITY

### Step 1: Innovation in Action

List 3–5 examples where you successfully adapted to customer needs or market changes.

*What triggered the need for change?*

*How did you respond?*

*What result came from the adaptation?*



#### Trigger

Customer needed smaller bundles

#### Your Adaptation

Introduce tiered pricing

#### Outcome (Metric)

20% increase in sales

#### Proof Artifact

Pricing Sheet

### Step 2: Translate Into Claims

Turn each into a short, adaptability-led statement.

**Formula:** “When [change] happened, we [adapted] = [outcome].”

#### Example:

*“When customer budgets shrank, we rolled out flexible plans = retention improved 30%.”*

#### Write Your Own:

1.

2.

3.

### Consider the CTA

“Choose your plan.”

“Made to fit your needs.”

“Explore our flexible options.”

Custom CTA:

### Step 3: Adaptability Messaging Pillars

Group your best claims into 3 promises that define your Adaptability essence.

#### Pillar (Promise)

Nimble

Modular

Inventive

#### Supporting Evidence

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## ESSENCE TYPE: **KNOWLEDGE**

### Is This Your Brand Type?

**Knowledge brands lead with expertise.** They turn complex ideas into clear value, teaching and demonstrating authority.

#### *Core Signals*

- Educational content
- Technical mastery
- Data-backed insights

#### *Voice Kit*

**Tone:** professorial, clear

- Verbs: explain, teach, reveal, analyze
- Phrases: "We wrote the book on it." or "Data tells the story."

#### *Proof Kit*

##### **Stress tests**

- White papers
- Tutorials and demos
- Benchmarks

#### *Pitfalls*

- Being dry or abstract
- Over-explaining



***Knowledge Brand Essence  
leads with expertise.***



# ESSENCE TYPE:

# KNOWLEDGE

## Step 1: Expertise in Action

List 3–5 examples where your knowledge helped customers understand or succeed.

*What was the complex issue?*

*How did you explain or guide?*

*What measurable result did it create?*



### Complex Issue

Client confused about compliance

### Knowledge Shared

Published user-friendly user guide

### Outcome

200 download and 20% fewer customer calls

### Proof Artifact

PDF Guide

## Step 2: Translate Into Claims

Turn each into a clear, authority-led statement.

**Formula:** “By [teaching/explaining], we helped [audience]= [result].”

### Example:

*“By benchmarking industry data, we helped clients see gaps and improved efficiency by 25%. ”*

### Write Your Own:

- 1.
- 2.
- 3.

## Consider the CTA

“Read the guide.”

“See the data.”

“Watch the demo.”

Custom CTA:

## Step 3: Knowledge Messaging Pillars

Group your strongest claims into 3 promises that define your Knowledge essence.

### Pillar (Promise)

Authority

Clarity

Evidence

### Supporting Evidence

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**ESSENCE TYPE:****CARE****Is This Your Brand Type?**

**Care brands center empathy, wellbeing, and ethics.**  
They make people feel seen, safe, and valued.

***Core Signals***

- Compassionate policies
- Sustainable practices
- Gentle, reassuring tone

***Voice Kit***

**Tone:** empathetic and humane

- Verbs: care, heal, nurture, restore
- Phrases: "We've got you." or "Made with kindness."

***Proof Kit*****Stress tests**

- Ingredient lists
- Impact reports
- Customer care stories

***Pitfalls***

- Vague promises
- Overly-soft claims without evidence

**Care Brand Essence  
connect through empathy.**

# ESSENCE TYPE:

# CARE

## Step 1: Care in Action

Write a short customer promise grounded in tangible action.

*What was the complex issue?*

*How did you guide them toward resolution?*

*What measurable result did it create?*



**Complex Issue**  
Client confused  
about compliance

**Knowledge Shared**  
Published user-friendly  
user guide

**Outcome**  
200 download and  
20% fewer customer calls

**Proof Artifact**  
PDF Guide

## Step 2: Translate Into Claims

Turn each into a clear, authority-led statement.

**Formula: Empathy, Support, Care, Acknowledgement = proof:**

**Example:**

*"By introducing non-verbal communication training in the office we were able to raise employee satisfaction by 60%."*

**Write Your Own:**

- 1.
- 2.
- 3.

### Consider the CTA

"Made with you in mind."

"Start your journey with us."

"We are here to help."

Custom CTA:

## Step 3: Care Messaging Pillars

Group your strongest claims into 3 promises that define your Knowledge essence.

**Pillar (Promise)**

Sustainability

Wellbeing

Inclusion

**Supporting Evidence**

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# THANKS

for taking the time to read this.

## I hope you found this ebook...

**helpful.** My hope is that the exercises and worksheets have sparked new clarity about who you are as a brand and how you want to show up in the world.

But clarity is only the beginning. Building a brand that attracts, resonates, and grows takes guidance, consistency, and the right tools. That's where my team at Big Gravity Marketing can help.

### Here are six powerful ways we partner with businesses like yours:

**Brand Development** – define, refine, and express your brand's core identity.

**Search Engine Optimization (SEO)** – get found more often by the people looking for you.

**Paid Advertising** – maximize ROI through smart, targeted campaigns.

**Social Media Marketing** – grow your community and keep them engaged.

**Content Strategy & Copywriting** – tell your story with precision and impact.

**Analytics & Conversion Optimization** – measure what matters and improve continuously.

If you're ready to take your next step, I invite you to connect with us at **BIG Gravity Marketing**. We'd love to learn about your goals and help you transform your essence into growth.

Your brand has a gravity all its own, *let's make it irresistible.*

Warmly,  
Michael McAteer  
Founder, BIG Gravity Marketing



BY MICHAEL **McATEER**



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