



Being a branding and strategy consultant for many years was fun and rewarding. I really enjoyed helping companies arrive at their strategic vision, and sometimes I'd even draw up the results in a graphical format, which was always well-received.

I began to wonder how I could do more of that creative work, since it seemed so unique. But I was moving to a new geographical location, and trying to figure out my business consulting direction. It was time for a re-boot.

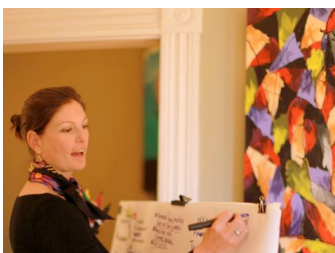
I had a variety of life/career experience from Wall Street to start-up co-founder to brand strategist to horses to art...and an MBA. Also, I had spent time learning the art of visual facilitation. I needed help tying all of these things together into a coherent offering. Each taught me valuable skills, but I did not have a linear career path.

Seeing a guest post that was written on John Jantsch's Duct Tape Marketing blog, I contacted the author (Steve Woodruff) and asked about this service called "clarity therapy." After a brief conversation, I knew that this was what I needed. We set up a half-day call on Skype, and in that time, Steve asked me lots of great questions about my career path and interests. He helped me incorporate valuable skills and knowledge I had acquired over the years and my creative interests into my current business. Together we defined my unique role as a visual facilitator. We considered multiple avenues of potential opportunity but Steve was convinced that I should run with this very differentiated offering.

During that session and over the coming weeks, Steve helped me create the outlines of the offering, a strategic client direction, and messaging for my new business direction. My confidence grew as Steve coached and encouraged me about how I could – would! – succeed. He was convinced that I needed more than a mere money-making business – I needed a continual exercise of my creative side.

I decided to name the new business **the ring effect** and I'm doing what I now truly want to do – carving out my niche in a small business where I can use both left-brain and right-brain thinking. Strategy and creativity combine into a unique offering that is "me-based." Steve also referred me to a great copywriter in his network that helped me put my offerings and messages into words for the marketplace.

Steve and I still haven't met other than through phone and Skype, but I can't think of many other people who have had more of an impact on my business!



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"Re-think your strategy...visually"