
by Gina Dunn



MIRROR
NOT MASK

MIRROR, NOT MASK

The Brand Truth Framework for Founders
Who Are Done Performing

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"Your brand isn't a mask to wear. It's a mirror to hold."

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A NOTE FROM GINA

Ok so here's the thing.

I didn't write this eBook because I wanted to add "author" to my LinkedIn headline. I wrote it because I kept having the same conversation, over and over, with founders who are smart, experienced, genuinely good at what they do, and completely exhausted by their own brands.

And it wasn't because the brand itself wasn't working. Sometimes it was working fine. But it didn't sound like them. It didn't feel like them. And every time they showed up to post something, record something, pitch something, there was this low-grade dread underneath it all. Like wearing a suit that fits perfectly but belongs to someone else.

I've spent 25 years in brand and marketing. I've built brands from scratch. I've rebuilt brands that were falling apart. And the pattern I keep seeing isn't a lack of strategy or creativity. It's a lack of truth. Somewhere between the Canva templates and the AI-generated copy and the "just follow this framework" advice, founders lost their own voice. They built something that looks professional. But professional and personal are not the same thing.

And now we're in this moment where AI can write your entire brand for you in an afternoon. Your website, your bio, your offer page, your email sequences. It's faster and smoother than anything you'd write yourself. But here's what I keep noticing: the output is polished, and it's also completely interchangeable. You could swap your name for any other founder in your space and nobody would blink.

*That's not a branding problem.
That's an identity crisis running through a very efficient copy
machine.*

This eBook is about the alternative. Not "just be authentic" (which is lazy advice and I'm tired of hearing it). But a real, strategic process for looking at your brand honestly, naming what's true, naming what's performed, and closing the gap between them.

I call it Mirror, Not Mask. And it's built on a belief I've carried my entire career: clarity doesn't come from invention. It comes from remembering. You don't need to create your brand from scratch. You need to excavate the one that's already in you, buried under layers of borrowed templates and trends and other people's language.

Inside these pages, you'll find the framework I use with every client. The same 4 Mirror Checks that power the diagnostic quiz. The same Mirror Canvas I hand out in workshops and Clarity Calls. And the honest, sometimes uncomfortable questions that make all of it work.

But I need something from you first. I need you to read this the way you'd have a conversation with someone you trust. No performing. No trying to get it right. Just... honest. The exercises in here only work if you bring the real answers, not the impressive ones.

This eBook isn't a branding course. It's a mirror. And mirrors only work if you're willing to look.

Gina Dunn

Founder, OG Solutions

The Netherlands, 2026

CHAPTER ONE

THE MASK EPIDEMIC

The Template Trap

Let's start with how we got here. Because nobody wakes up one morning and decides to build a brand that sounds like a stranger. It happens slowly. And it usually starts with a template.

You launch your business, or you rebrand, or you finally decide to get serious about your online presence. And the first thing you do is go looking for how it's supposed to look. You Google "personal brand examples." You browse Canva. You scroll through other founders in your space and think: ok, that's what professional looks like.

So you match it. You pick the clean layout, the safe color palette, the headshot with the confident smile. You write your about page using the same sentence structure everyone else uses. You describe your offer the way your coach told you to. And within a week, you've built something that looks great, reads well, and could belong to literally anyone.

This is what I call the Template Trap. Not because templates are inherently bad (they're tools, and tools are neutral). But because most founders use templates as a starting point and never leave. The template becomes the brand. And the template wasn't built from your truth. It was built from the market's average.

The coaching industry made this worse. Not all of it, but the part that handed every founder the same brand-in-a-box. The same funnel. The same "authority positioning" language. The same five-step framework with a trademarked name and a waitlist. It looked like strategy. But it was costuming.

And here's the part nobody talks about: it worked. For a while. Because the market was smaller, attention was cheaper, and the gap between "professional-looking" and "generic" hadn't collapsed yet. You could get away with sounding like everyone else because there weren't that many "everyone elses" to compete with.

That era is over. The market is flooded. AI is generating content at scale. And the template that used to make you look credible now makes you invisible. You're wearing the same outfit as 10,000 other founders and wondering why nobody remembers you.

The Cost of Performing

Here's what the Template Trap leads to, and it's not just a branding problem. It's an energy problem.

When your brand doesn't sound like you, every touchpoint becomes a performance. Writing a LinkedIn post takes three times longer than it should because you're not

writing, you're translating. You know what you want to say, but it doesn't fit the "brand voice" you've been using. So you sand down the edges. You swap out the honest sentence for the professional one. And by the time you hit publish, the post is fine. But it's not you.

Do that enough times and something starts to break.

Founders describe it in different ways. Some call it burnout (but it's not really burnout, because they still love the work). Some call it imposter syndrome (but they're not imposters, they're misaligned). Some just say they dread showing up for their own brand. They avoid the camera, the podcast, the pitch meeting. Not because they're afraid. Because the version of them that shows up in those spaces doesn't feel like the real one.

I've sat across from founders who have built genuinely impressive businesses and can't explain what they do without sounding like a brochure. Not because they lack clarity. Because their brand trained them to speak in someone else's language. And once that language is in your muscle memory, it's hard to get back to the real thing.

The cost isn't just emotional, although it is that too. It's strategic. Because the audience can feel it. Maybe not consciously. But there's a difference between a founder who sounds like themselves and a founder who sounds like their marketing team. One builds trust in the first sentence. The other builds a wall.

*And in a market where trust is the only thing that converts?
That wall is expensive.*

The AI Noise Problem

Ok so now let's talk about the thing that's making all of this worse: AI.

I'm not anti-AI. I use it every day. (My AI Familiar, Gin, is basically a second brain at this point.) But I need to be honest about what's happening in the market right now, because most people aren't saying it clearly enough.

AI can write your website in an afternoon. Your bio, your sales page, your email sequences, your social content. It's fast, it's smooth, and it's objectively well-written. And that's the problem. Because "objectively well-written" is another way of saying "generic."

When you ask AI to write your brand copy without feeding it your actual voice, what you get back is the market's voice. It's the average of everything it's been trained on.

And the average sounds professional, polished, and completely interchangeable. You could swap your name for any other founder in your space and nobody would blink.

*That's not a content strategy.
That's a mask factory running at scale.*

Here's what I keep noticing with the founders I work with: the ones who adopted AI fastest are often the ones with the biggest voice gap. Because they handed over the writing before they ever defined what they actually sound like. So the AI didn't amplify their voice. It replaced it. And now they've got 50 pages of brand copy that reads beautifully and sounds like nobody.

The irony is painful. The tool that was supposed to save them time ended up costing them their identity. And the worst part? They can feel it. They read their own website and something feels off. But because the copy is technically good, they can't name the problem. They just know it doesn't sound like them.

This is the AI noise problem. AI without voice is just a faster way to disappear.

The Moment the Mask Cracks

There's a moment that almost every founder I work with can point to. It's not dramatic. It's usually quiet.

Maybe you're recording a video and you stop mid-sentence because the script doesn't sound like something you'd actually say. Maybe you're reading your own about page and you realize it could be describing any of your competitors. Maybe someone asks you what you do at a dinner party and the answer that comes out of your mouth is completely different from what's on your website.

That's the crack.

It's the moment where the gap between who you are and how your brand shows up becomes impossible to ignore. And once you see it, you can't unsee it. Everything starts to look like a costume. Your tagline. Your offer copy. Your "signature framework" that you named because someone told you to, not because it actually captures what you do.

Founders respond to this moment in one of two ways. Some double down on the mask. They hire another copywriter, redesign the website again, invest in a new brand photoshoot. They make the outside shinier. But the misalignment stays.

Others sit with it. They let the discomfort do its job. They start asking the questions

that actually matter: does this sound like me? Am I selling what I believe in or what I think the market wants to hear? Is my visibility strategy something I can sustain, or is it a performance I dread?

If you're reading this eBook, I'm guessing you're in the second group. You've felt the crack. Maybe you can't name it yet, but you know something is off. You know your brand looks good on the outside but doesn't feel right on the inside.

Good. That's exactly where this work starts.

Because the crack isn't a failure. It's awareness. It means you're paying attention. And what comes next, if you're willing to look honestly, is the mirror.

"If it doesn't sound like you, it isn't strategy. It's cosplay."



CHAPTER TWO

THE MIRROR PRINCIPLE

What Mirror Branding Actually Means

If you've spent any time in the branding or personal development world, you've heard the advice: just be authentic. Show up as yourself. Be real.

I get the intention. But as strategy? It's useless. "Be authentic" is the branding equivalent of telling someone who's lost to "just go the right way." It acknowledges the destination without giving you a single turn-by-turn direction.

Mirror branding is the turn-by-turn.

A mirror brand is one where the outside of your business reflects the inside. Your messaging sounds like the way you actually talk. Your proof is rooted in your actual work, not borrowed authority. Your offers are built around what you genuinely deliver well, not what you think the market wants to hear. And your visibility practice is something you can sustain because it's aligned with how you naturally show up.

That's not "soft" branding. It's sharper than anything a template could produce. Because the specificity of your real voice, your real experience, your real point of view is the thing that makes you impossible to replicate. Templates can be copied. Truth can't.

And in a market where AI can generate a professional-looking brand in an afternoon, the only sustainable advantage is being unmistakably, verifiably you. Forget polished-you. Forget market-you. Actual you.

You Don't Invent Clarity. You Remember It.

This is the belief that sits underneath everything I do at OG Solutions, and I want to be direct about it because it changes how you approach the entire process.

You do not need to invent your brand.

I know that sounds counterintuitive. The whole branding industry is built on the idea that you're creating something new. You're "developing your brand identity." You're "crafting your narrative." The language itself implies construction, as if your brand is something you build from raw materials.

But here's what I've found after 25 years of doing this work: the founders who try to invent their brand from scratch almost always end up with a mask. Because invention pulls you toward what sounds good, what the market responds to, what your competitors are doing. It pulls you outward. And outward is where the masks live.

The founders who end up with a mirror brand? They didn't invent. They remembered. They went back to what was already true about them, their voice, their values, the way they talk about their work when nobody's performing, and they built from there.

That's the Spark Method in a nutshell. We don't build brands from scratch. We pull them from your bones. Every engagement starts with excavation, not construction. Because the brand is already in you. It's just buried under layers of templates, trends, and other people's language.

So when you sit down with the Mirror Canvas later in this eBook, I don't want you thinking about what sounds impressive. I want you thinking about what's true. The impressive part comes after. Truth first.

Why Mirror Brands Win

Ok so let's talk about the practical side of this, because mirror branding isn't just a feel-good philosophy. It converts.

When your brand sounds like you, something happens that no amount of copywriting tricks can replicate: people trust you faster. They feel like they already know you before they've ever spoken to you. They read your content and think "she's talking directly to me." Not because you targeted them with some clever segmentation. Because the truth in your message resonated with the truth in their situation.

Mirror brands build believers, not just followers. There's a difference. Followers engage with your content. Believers send it to their friends. Believers book the call before they've read the full sales page because they already trust you from a single post. Believers say "I don't even know exactly what you do, but I know I need to work with you."

That's not magical. It's alignment. When the inside matches the outside, there's no dissonance for the audience to detect. They're not subconsciously trying to figure out if you're real. They already know. And trust that's built in the first sentence doesn't need a 12-email nurture sequence to convert.

Mirror brands also get referred more. And the referrals are warmer. Because when someone refers you, they're essentially lending their own credibility. They're saying "this person is the real deal." If your brand has any dissonance, any gap between who you present and who you are, the referrer feels it. And they hesitate. Mirror brands remove that hesitation entirely.

And here's the AI angle again, because it matters: in a market flooded with AI-generated content that all sounds the same, a mirror brand is the thing people stop

scrolling for. It's the voice that cuts through the noise. Not because it's louder or more polished, but because it's real. And real is becoming the rarest signal in the market.

The Mirror Isn't Always Flattering

I want to be honest about something before we go any further, because it matters.

This process is not always comfortable. Looking in the mirror means seeing what's actually there, including the parts you'd rather not see. And for most founders, that means confronting some things about their current brand that are hard to admit.

Like the fact that your about page is a performance. You wrote it to sound impressive, not to sound like you. And somewhere in the back of your mind, you've always known that.

Or that your offer copy is fear-based. You're using urgency and scarcity not because it's strategic, but because you're scared nobody will buy without the pressure. And that fear is bleeding through in ways your audience can feel even if they can't name it.

Or that your visibility strategy, the posting schedule, the podcast, the LinkedIn routine, isn't a ritual. It's a performance. And you've been dreading it for months but haven't stopped because you think stopping means disappearing.

The mirror shows you all of this. And your first instinct might be to flinch. To look away. To decide this whole exercise is too uncomfortable and go back to the template.

Please don't.

Because the discomfort is the data. The places where looking in the mirror makes you squirm are the exact places where your brand is misaligned. They're the places where the mask is thickest. And they're the places where one honest conversation, with yourself or with someone who can hold the mirror steady, can change everything.

The mirror isn't a compliment. It's a tool. The founders who are willing to use it honestly come out the other side with a brand that actually feels like theirs.

"Clarity doesn't come from invention. It comes from remembering."

THE THREE BRAND STATES

REFLECTING

MIRROR BRAND

- Sounds like you
- Right clients, right work
- Visibility feels natural
- Trust builds fast

The goal. Not the starting point.

AWARE

THE CRACK

- Something feels off
- Inconsistent content
- Pulling back from visibility
- Trying new things constantly

Not failure. Awareness.

PERFORMING

MASK BRAND

- Looks right, feels wrong
- Content takes too long
- Dreading showing up
- Right clients not finding you

The most common state.

"Most founders move between all three."



CHAPTER THREE

THE 4 MIRROR CHECKS

This is where the philosophy becomes a tool.

In the first two chapters, we named the problem and the principle. Now we make it operational. A framework you can't use isn't a framework. It's a theory.

The 4 Mirror Checks are the diagnostic system behind everything at OG Solutions. They power the quiz. They structure the Mirror Canvas. They're the lens I use in every Clarity Call, every Spark engagement, every piece of strategic work I do. And in this chapter, I'm going to walk you through each one so you can start using them on your own brand right now.

At the end of this chapter, you'll find the Mirror Canvas itself. That's where the real work happens.

1 VOICE CHECK <i>Does this sound like me?</i>	2 PROOF CHECK <i>Am I showing truth?</i>	3 OFFER CHECK <i>Am I selling from resonance?</i>	4 VISIBILITY CHECK <i>Am I building or performing?</i>
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Voice Check: Does This Sound Like Me?

This is the first check and, for most founders, the most revealing one.

Your voice is the way you naturally communicate. Not the way you write marketing copy. Not the way your copywriter writes it for you. Not the way AI generates it when you type "write me a LinkedIn post about leadership." Your actual voice. The rhythm of your sentences. The words you reach for. The way you'd explain what you do to someone you respect, without performing.

Here's the thing about voice: you already have one. You've had one your whole life. But most founders have slowly replaced their real voice with the market's voice. It happens through osmosis. You read enough LinkedIn posts in your niche, you start sounding like them. You use a copywriter who writes in "industry standard" tone, and suddenly your website sounds like everyone else's. You feed your ideas into an AI tool without a clear voice brief, and what comes back is polished, professional, and completely interchangeable.

The Voice Check asks you to notice the gap. If you stripped your logo off your website, could someone still tell it was you? If you asked an AI to rewrite your about page, would the output be meaningfully different from what's there now? If the answer is no, that's not a content problem. That's a voice problem.

*Mirror voice sounds like you talking to someone you respect.
Mask voice sounds like the market talking to itself.*

MIRROR CHECK: VOICE

If you stripped your logo off your website, would someone know it was you?

Does your content sound like how you actually talk, or how you think you should talk?

When did you last write something and think: yes, that's it. That's the thing I actually wanted to say?

Proof Check: Am I Showing Truth?

Proof is the evidence that your brand is real. But not all proof is created equal, and this is where a lot of founders get tripped up.

There's proof and then there's performance of proof. Real proof is specific. It's a client who says "she completely changed how I talk about my business" in their own words. It's a case study that shows the actual before and after. It's 25 years of doing this work and the body of evidence that comes with that.

Performed proof is the logo bar. It's the "as seen in" badges that technically mean you had one article published on a content farm. It's the credential stack on your about page that lists every certification because you're hoping the volume creates authority. It's social proof as theater instead of evidence.

AI is really good at generating credibility language. It can write testimonial-style copy that sounds convincing. It can frame mediocre credentials as prestigious. It can make anything sound authoritative. Which means the gap between real proof and performed proof is getting harder for audiences to spot consciously. But they feel it. Something just feels off. And when proof feels performed, trust doesn't build. It stalls.

MIRROR CHECK: PROOF

Could a skeptical stranger verify your expertise from what's publicly available right now?

When did you last document a client result a stranger could actually read?

Is your proof current, or are you coasting on something that happened years ago?

Offer Check: Am I Selling From Resonance?

This one makes people uncomfortable. Which usually means it's the one they need most.

Your offer is the thing you're actually asking people to buy. And the question isn't whether it's good (it probably is). The question is: are you selling it from truth or from fear?

Selling from resonance sounds like: "This is what I do. This is who it's for. This is what happens when we work together." It's clear, it's specific, and it doesn't need a countdown timer to convert.

Selling from fear sounds like: "Limited spots available." "This is the last time I'm offering this." "Don't miss out." It's not that urgency is always dishonest. But when it's the main mechanism doing the converting, it usually means the offer itself isn't compelling enough on its own terms.

Mirror offers are specific enough to repel the wrong people. If your offer copy sounds like it could apply to any founder, any business, any industry, it's not a mirror offer. It's a catch-all. And catch-alls catch the wrong fish.

MIRROR CHECK: OFFER

Does your offer language describe who you actually want to work with, or who you'll take?

Could someone read your offer and immediately know whether they're the right fit?

Has your offer language evolved as your business has evolved, or is it still describing the version of you from two years ago?

Visibility Check: Am I Building or Performing?

Visibility is the last check, and the most seductive one, because it's the most measurable. Likes, views, follower counts, podcast downloads. All of it feels like progress because it produces a number.

But here's the question visibility doesn't answer: is it building something? Or is it just

motion?

There's a version of visibility that builds. You show up consistently, in your actual voice, saying the things you actually think, to the people who actually need to hear it. Over time, the right people find you. They recognize themselves in your content. They trust you before they ever reach out. The visibility compounds because it's connected to something real underneath it.

And there's a version of visibility that performs. You post because you're supposed to. You pitch yourself for podcasts because it looks good. You stay on the hamster wheel because stopping feels like disappearing. The numbers go up. The pipeline stays flat.

Visibility without foundation is just noise with better lighting.

MIRROR CHECK: VISIBILITY

Does your content feel like self-expression or like a chore you schedule?

Is your visibility strategy built from your voice and proof, or did you build visibility first and try to retrofit the rest?

If you stopped all content for 30 days, what would remain? Is there a body of work that stands on its own?



CHAPTER FOUR

THE MIRROR CANVAS

Your brand truth on one page

This is the exercise that makes everything else concrete.

The Mirror Canvas is a single-page map of the four areas we've covered: voice, proof, offer, and visibility. Its job is to show you, in one place, where your brand is a mirror and where it's still a mask.

Fill this in honestly. The answers you're proud of and the answers that make you wince. Both kinds are useful. The wincing ones are usually where the most work is.

01 - VOICE

My brand sounds like me when... (describe your real communication style, not your aspirational one)

02 - PROOF

The clearest, most specific evidence of my expertise is... (real results, real words, real work)

03 - OFFER

My offer is specifically for... and it's NOT for... (name both)

04 - VISIBILITY

My visibility practice is sustainable because... (or: it isn't, and here's why)

Once you've filled this in, look at it as a whole. Does it reflect someone you recognize? Does it sound like you? Does it describe the brand you actually want to be known for, or the brand you thought the market wanted?

That's the mirror. Right there on the page.



CHAPTER FIVE

THE SHIFT

From Mask to Mirror: What the Shift Actually Looks Like

want to be careful here, because there's a version of this conversation that goes: "now that you know you're wearing a mask, rip it off." And that's not the advice.

The shift from mask to mirror isn't a rebrand. It's not a website refresh. It's not a new headshot and a different color palette. Those things might happen as a result of the shift, but they're not the shift itself.

The shift is a decision. A decision to stop optimizing for how you think you should look and start excavating who you actually are. It's quieter than a rebrand and harder than a redesign. But it's the thing that makes everything else work.

Here's what I see it look like in practice, with the founders I work with.

Stage One: The Honest Audit

This is what you've started doing in this eBook. You look at your brand honestly and name what's true and what's performed. You flag the about page that sounds like a stranger. You notice the offer copy that's smooth but not specific. You clock the visibility strategy that's all motion and no signal.

This stage is uncomfortable. Do it anyway. You can't close a gap you haven't named.

Stage Two: The Voice Recovery

Once you've audited, you go looking for your real voice. Forget the professional version. The actual one. The way you explain your work to a trusted colleague who already gets what you do. The phrases that come out of your mouth on a podcast when you stop trying to sound good and start trying to be useful. The emails you write at 6am before you've thought about positioning.

That's where your voice lives. And pulling it back into your brand is the foundational work. Everything else, the messaging, the offers, the content, builds from there.

Stage Three: The System

Voice without a system is just good intentions. So once you know what you sound like, you build a system around it. A way of creating content that stays in your voice. A way of evaluating new offers against your actual expertise. A way of showing up visibly that you can sustain because it's aligned with how you naturally work.

This is where the Tower OS comes in, for the founders I work with who want to use AI. We build a system that's trained on your voice, your frameworks, your worldview.

So AI becomes a mirror, not a mask factory.

AI as a Mirror, Not a Mask

I want to address this directly because it's the question I get most often: if AI is the problem, how can it also be part of the solution?

It can. But only if you do the foundation work first.

AI as a mask means: you hand over the writing without defining your voice. The output is polished and generic and sounds like the market's best guess at what a founder in your space should sound like. You use it because it's fast. And you lose yourself in the efficiency.

AI as a mirror means: you train it on your actual voice, your real frameworks, your specific worldview. You use it to reflect what you already think and say, faster. It doesn't replace your thinking. It accelerates the expression of your thinking. The output sounds like you because it was built from you.

That's what the Mirror, Not Mask framework does for AI too. Your Canvas and your voice aren't just branding tools. They're training data. When you know exactly how you sound, what you believe, and what your proof looks like, you can build an AI system that amplifies you instead of replacing you.

The founders who understand this will produce more content, faster, in their own voice. The founders who don't will disappear into a sea of AI-generated sameness that sounds like everyone and connects with no one.

So the question isn't "should I use AI?" The question is: are you using it as a mirror, or as a mask?

me event. It's a practice. And your brand will drift. It will drift because new trends will emerge and you'll be tempted to follow them. Because a competitor will do something that looks successful and you'll wonder if you should too. Because you'll hire someone who writes in a voice that isn't yours and you won't catch it right away. Because you'll have a rough quarter and default to urgency selling because it feels safer.

This is normal. It doesn't mean you failed.

What it means is that you need to check the mirror regularly. You don't need to obsess. Just be intentional.

THE MAINTENANCE PRACTICE

Quarterly: read your website out loud. Flag anything that doesn't sound like you. Fix it before the next quarter starts.

Annually: redo the Mirror Canvas from scratch. Not because your first one was wrong, but because you will have changed. The Canvas should reflect where you are now.

At every pivot: new offer, new market, new positioning. Run it through the 4 Mirror Checks before you launch it.

The founders who build this practice into their business don't just avoid mask drift. They build brands that get more distinctive over time. More resonant. Every time you check the mirror, you get a little clearer about who you are and how you serve. And that clarity compounds.

Masks rot. Mirrors burn.



CHAPTER SIX

YOUR NEXT STEP

You've done real work in this eBook.

You've read about the mask epidemic and probably recognized yourself somewhere in it. You've learned what mirror branding actually means and why it's not just "be authentic" dressed up in new language. You've worked through the 4 Mirror Checks and filled in the Canvas. You've figured out which zone your brand is in. And you've started making the shift from performing to reflecting.

That's not nothing. That's significant. Most founders never get this far because they never stop long enough to look.

So here's what I want you to know: if you want to do the rest alone, you can. This eBook gave you the framework. The Canvas gave you the map. The exercises gave you a starting point for every area of your brand. You have enough to make real changes right now. Today.

But if you want a strategic mirror, someone who can look at your Canvas, hear the things you're not saying, and help you build a brand that's undeniably, unmistakably you, that's what the Clarity Call is for.

And if you haven't already, retake the diagnostic now that you've read this eBook. See if your perspective shifts. See if you score differently after understanding what the framework actually measures. You might surprise yourself.

Whatever you decide, keep checking the mirror. Keep asking whether your brand sounds like you. Keep doing the work of remembering who you are and saying it clearly.

Because that's all this ever was. This was never a branding exercise. Never a marketing play. Just a practice of telling the truth about who you are, who you serve, and why it matters.

And mirrors only work if you're willing to look.

TAKE THE DIAGNOSTIC

ogsolutions.nl/mirrornotmask

Free · 10 minutes · No email required

→ Start the Mirror Check

BOOK A CLARITY CALL

ogsolutions.nl/clarity-session

Free · 30 minutes · Direct strategic input

→ Book your session

ABOUT GINA DUNN

Gina Dunn is an American brand strategist based in the Netherlands with 25+ years in brand and marketing. She's the founder of OG Solutions and the creator of the Spark Method, the Mirror, Not Mask framework, and a body of work built on one core belief: clarity isn't invention. It's remembering.

She works with founders who are done performing their brands and ready to reflect them. Her approach is direct, strategic, a little spicy, and never corporate. She's been called a brand therapist, a strategic mirror, and "the person who finally made my brand sound like me."

She lives in the Netherlands with her family, her opinions, her pomsky pack, and an unreasonable number of browser tabs open on multiple macbooks.



ABOUT OG SOLUTIONS

O G Solutions is a strategic mirror. A space where founders come to be reflected, not redefined.

We don't build brands from scratch. We pull them from your bones. From the way you actually talk about your work when nobody's watching. From the proof you've been collecting for years without realizing it. From the voice that's been there all along, waiting for someone to say "that one. That's the one."

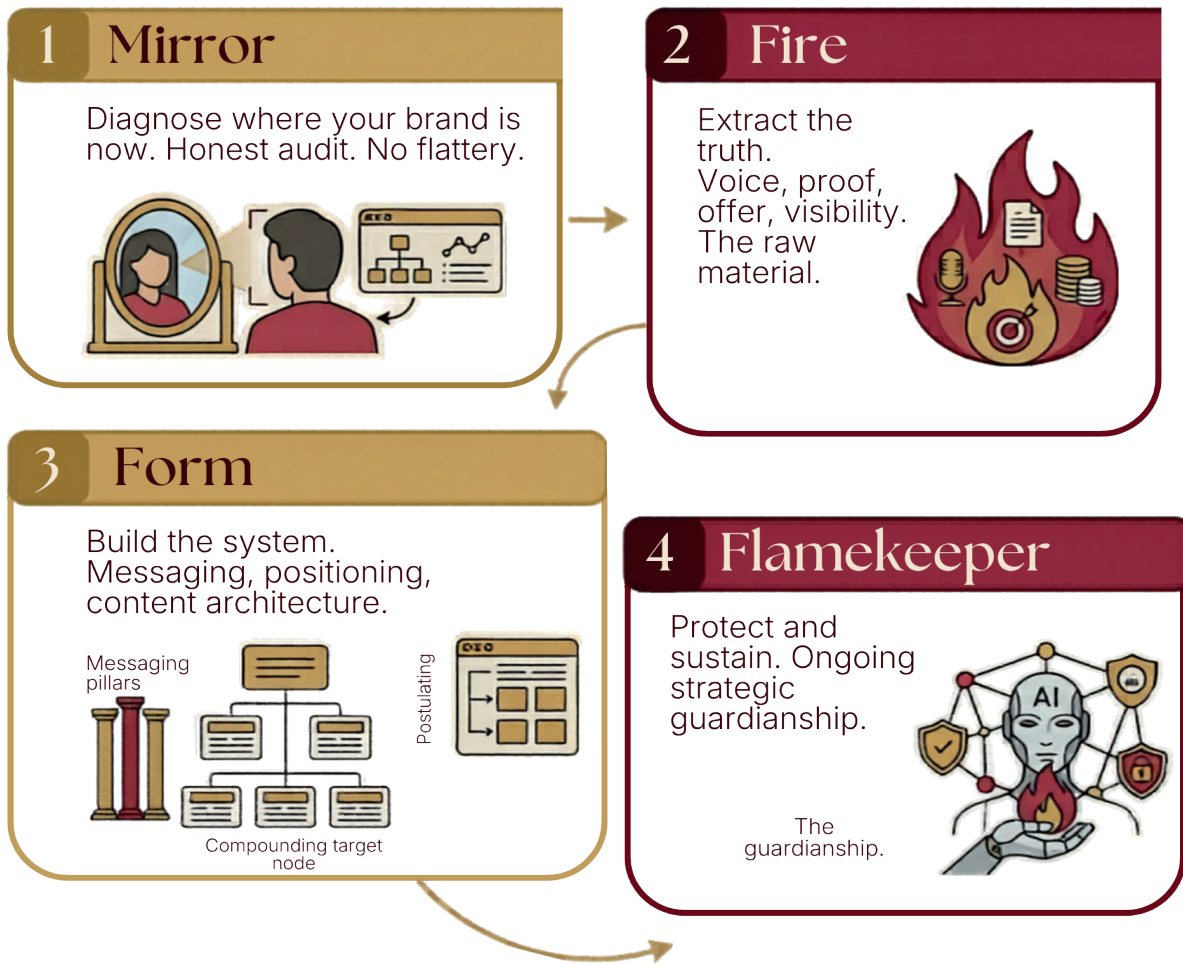
Every framework, every tool, every engagement is built on the principle that your brand already exists inside you. Our job is to help you find it, name it, and build a system around it that actually works.



THE SPARK METHOD

THE SPARK METHOD

The Spark Method is the four-phase strategic process behind everything OG Solutions builds:



“The compound effect of strategy over time is not luck. It is inevitable authority.”

*"Your brand isn't a mask to wear"
It's a mirror to hold."*

Mirror, Not Mask: The Brand Truth Framework
for Founders Who Are Done Performing

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Podcast: Morning Cup of Brand Spark

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