



Exploring Your Brand

Your brand is so much more than a logo!

It is the sum of everything your business represents. That's why it is so crucial to make sure your brand is saying exactly what you want it to.

This worksheet is to help you identify you and your business's qualities and characteristics so you can be clear and consistent in your messaging across all channels of communication, whether online or off. Before you can really discover your business's brand, you first have to explore your personal brand.

First, what are your top personal brand attributes?

What are 3 or 4 words that describe you? Think about what your passions are. Consider what you want people to think of when they think of you. (Still stuck? Ask a few friends what word they would use to describe you.)

What is your vision/purpose?

This helps you get clear on the why of your business.

What are your core values?

These should be the foundation of your business and the basis you will use to make decisions.

What are your core strengths (differentiators)?

What are your weaknesses? They show you what to focus on in your business and what you might need help with.



Who is your ideal client?

Who needs and values your product/service most? Who do you want to work with? Answering these questions will help you decide whom you will say YES to. These people are your target audience.

Who are you competitors?

And what sets you apart from them?

Describe your business in 2 sentences.

If you struggled to answer these questions, that's totally ok. This is a difficult process, but it is so important to really explore your brand and understand who you are, what you do, and why you do it. Clients won't be able to embrace your brand until you do, so take your time and really dig in!

