



Brand Discovery

WORKBOOK



Get crystal clear on your brand
and start attracting your
dream clients, stat!



What...

WHAT IS YOUR BUSINESS ALL ABOUT?

What do you do in your business? Are you a photographer, a coach, a yoga teacher? All of these things require a different direction when it comes to branding. Getting clear on your what is the first foundational step of the brand discovery process. This section gives you an opportunity to get clear on all of your offerings, and most importantly, the value you bring, the problems you solve and what sets you apart from the rest.

What is your job title?

What is your company name?

(If you don't have one yet - what are some of your ideas?)

What is the meaning behind the name?

What is your business purpose?

Try to sum up the goals and mission of your business in 1-2 sentences. Make sure to include what your business has to offer, as well as how your customers can benefit from your service/product.

What are 3-5 core values of your brand? What matters most to you?

What adjectives best describe your brand?

These words will cultivate the emotion that people get when interacting with your brand.

Example - bold, quirky, playful, vibrant

If your brand had human personality traits what would they be?

What mood do you associate with your brand? Why?

What colour do you associate with your brand? Why?

What three brands do you love, and why?

Are they fun + quirky, clean + professional, or sophisticated?

Think in terms of your business, not just brands that you personally love.

What are you selling? List your core products/services.

Describe the value and the results your main product or service can bring for your dream clients.

Describe the biggest pain points and struggles your offerings help to resolve for your dream clients.

Why...

WHY DO YOU DO WHAT YOU DO?

As a small business owner, it's so easy to get wrapped up in your business doing #allthethings. It can be really tricky to take a step back and reconnect with your why. Yet, it's very difficult to run a business without realising why you do it. This section will also help you get clear on your goals and vision for your brand.

Why did you start your business? Why do you do the work you do?

What keeps you motivated to carry on running your business?

**What is your end goal or romantic big vision for your brand?
What does it become in 1 year, 3 years, 5 years, 10 years?**

**What do you want your clients to say about you and your brand
after they've done business with you?**

What makes you stand out from other businesses?

Who...

WHO ARE YOU SERVING?

This section delves into understanding your target audience (aka your dream clients). This part of the brand discovery process is so key. Establishing the who of your business can give you clarity on these key things:

- who your dream clients are
- what are their values
- biggest struggles and pain points in relation to your offerings
- what success would look like for them after working with you

Once we've got clear on all of these things, this is where the magic happens.

Are you brand new business owner and just not sure who your dream clients are yet? No problem! Just focus on 1 person who you would LOVE to work with and think about why that is. Do you know someone who fits that description? Even better! Complete as many of the q's in this section as you can whilst keeping them in mind! Just focussing on 1 person helps us create more personal and targeted messaging rather than trying to attract everyone!

Who is your dream client?

Try to get specific! Pretend your dream client is one person & use at least one paragraph to describe them in detail. For example, how old are they? What kind of house do they live in? What do they wear? What kind of music do they listen to? This can be a real person, your fave past client or your imaginary no.1 fave person to work with!

What does their Point A look like? *Point A is where they're at in life when they seek out your products/services*

What does their Point B look like? *Point B is where they'll be at in life after they've purchased your products/finished working with you*

What words would your dream customer use to describe your brand?

What is important to them? What do they value? Why?

Name three people you would love to work with. What do they have in common?

Of the people you have worked with before, who has been your no.1 fave client and why? *Never had a client before? No problem! Just skip this one out.*

What makes your business unique?

What do your clients love about working with you?



Whoop, you did it!

YOU COMPLETED THE WORKBOOK!



I really hope this exercise has given you some clarity and direction for your brand.

I truly believe that this workbook is a really powerful first step to creating an effective and strategic brand - so congrats to you!

I've written a helpful blog post on how to put the answers from this workbook into action by creating your own simple brand roadmap.

You can view the blog post [right here](#).

For more tips and resources, feel free to head over to my [site](#), and [email me directly](#) with any questions (or breakthroughs!).

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