

*Brand Journaling

To Look at Your Brand Again. With Intention.

A time to pause, listen to yourself, and make intentional decisions. Write without editing. There are no right or wrong answers here, only honest ones.

*Where am I?

Be honest with yourself and ask: What am I really building?

What am I really selling, beyond my product or service?

Why did I start, and what has changed since then?

Which part of my business no longer feels like me?

***How I want it to feel**

I want my brand to feel...

I want my client to think...

I want my client to remember...

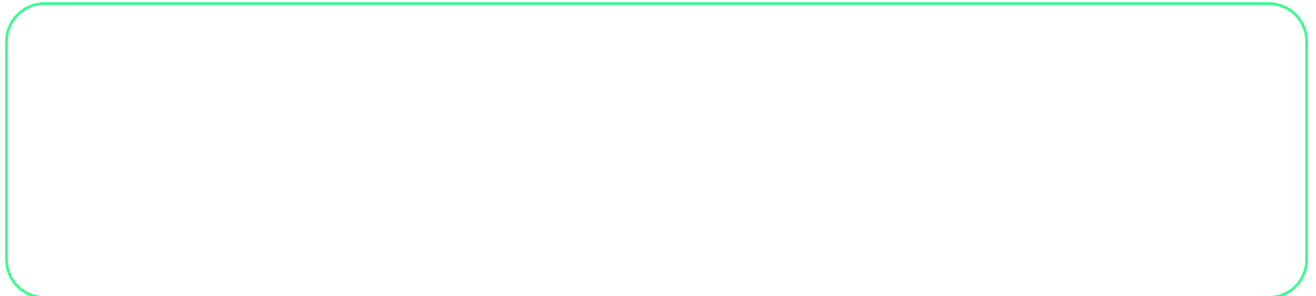
* Who am I really speaking to?

Think of a real person, not an avatar.

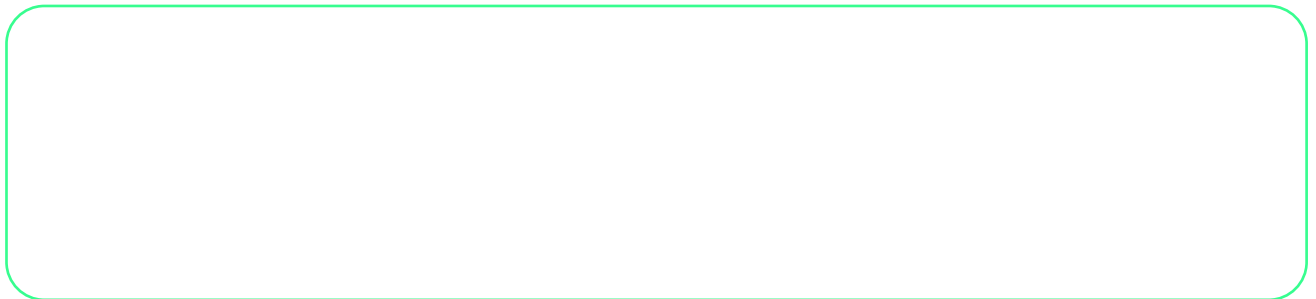
Who truly needs what I do?

A large, empty rounded rectangular box with a light green border, intended for writing notes.

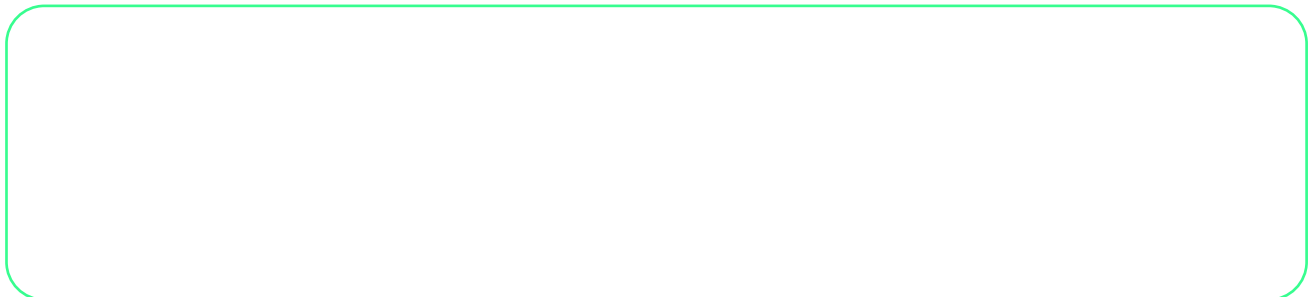
What are they trying to solve, and what worries them before they reach out to me?

A large, empty rounded rectangular box with a light green border, intended for writing notes.

What do they want to achieve after working with me?

A large, empty rounded rectangular box with a light green border, intended for writing notes.

Why should they trust me?

A large, empty rounded rectangular box with a light green border, intended for writing notes.

* **What only I do**

What do I do in a way that would be difficult for someone else to replicate exactly?

What I know how to do and the experience behind it: _____

How I work (my approach, my pace, my signature): _____

What I believe in: _____

What I'm not willing to do: _____

Believe it or not, this last line is often the one that positions you the most.

*My brand in six-6 words

Yes, I want people to describe me as...

1.

2.

3.

4.

5.

6.

I don't want people to describe me as...

1.

2.

3.

4.

5.

6.

Example: approachable, strategic, creative / generic, cold, complicated.

*My clarity statement

I help _____ to _____ so they can
_____.

This isn't a formula for creating content. It's an exercise to help you cut through the noise. Write it the way you would explain it to someone over coffee. If it sounds like a brochure, try again.

* A decision

After this exercise, what needs to change in my brand?

- ☐ What I'm saying
- ☐ How I'm showing it
- ☐ Who I'm speaking to
- ☐ My visual identity
- ☐ My offer
- ☐ My strategy
- ☐ I don't know yet (and that's okay)

My next step is: _____

I will do it by: ____ / ____ / ____

**I want to see you flourish.
I hope everything you planted
today multiplies and grows
beyond what you imagined.**

