

WORKBOOK BY PAIGE GARRITY

HOW ALIGNED IS YOUR BRAND?

A self-guided, soul-first approach to
refining your brand.



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PAIGE GARRITY

*Sustainable Stylist, Brand Strategist &
Guide for Soul-Led Leaders*

Welcome,

Trailblazer. You're not here to follow the rules—you're here to *lead with purpose*. But if you're feeling unclear, misaligned, or like your brand doesn't fully reflect you anymore... it can be really difficult to keep moving forward. So, don't. Instead, I want to encourage you to

slow down and take stock. Make a plan for readjustment. This self-guided workbook was designed to help you pause, reflect, and realign—so you can reconnect with the truth of who you are and let that truth lead. You've got this!

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Now, let's dive into your business!

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Inside, you will...

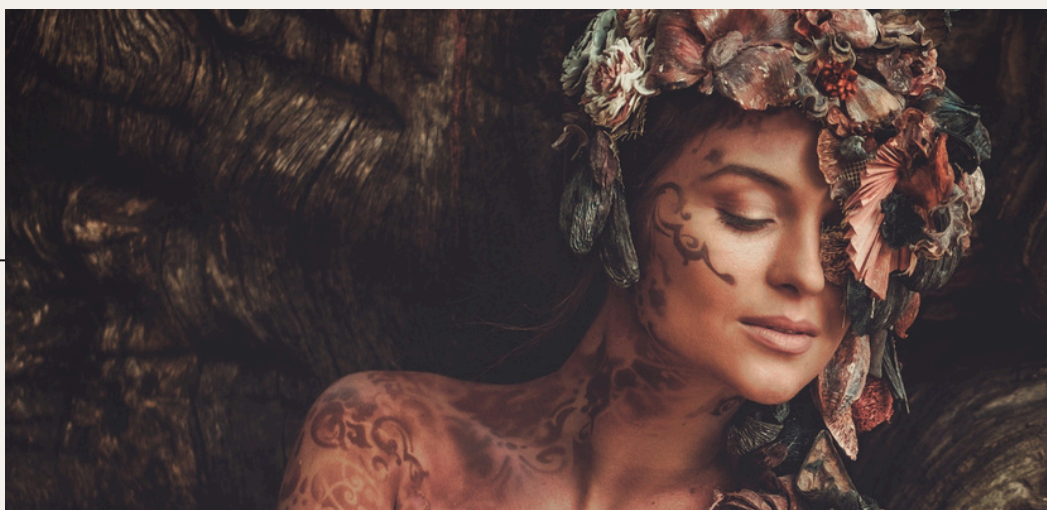


- ✓ Identify what parts of your brand feel out of sync
- ✓ Reconnect to the soul of your work
- ✓ Start bridging the gap between who you are and how you're showing up

By the end, you'll walk away with more confidence, clarity, and resonance.

Let's get into it.

5 Signs you're out of brand alignment.



1. There's a message you want to share, but you just can't quite figure out *how* to share it
2. You feel trapped in a loop of work that no longer lights you up
3. You're no longer attracting the right clients—or *any clients at all*
4. You feel pressure to present a version of yourself that isn't real
5. You're showing up... but something feels *off*

IF ANY OF THIS FEELS FAMILIAR—
THIS AUDIT IS FOR YOU.

The 5 V's

Brand Alignment & Embodied Impact



Velocity

Vibe

Voice

Value

Vision

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Use these reflection questions to check in with each layer of your brand.

1. Voice — Are you speaking from truth or from trend?

- What parts of my messaging feel filtered, forced, or disconnected from my true tone?
- If I gave myself full permission, how would I sound?

2. Values — Am I rooted in what matters most to me?

- What values are non-negotiable in my work?
- Where might I be compromising those values for approval or performance?

3. Vision — Am I building forward or clinging to the past?

- Does my current brand reflect where I'm headed or just where I've been?
- What am I no longer available for?

Use these reflection questions to check in with each layer of your brand.

4. Vibe — Do my visuals, energy, and essence match how I want to be perceived?

- What energy do I want people to feel when they encounter my brand?
- Does my online presence reflect that?

5. Visibility — Am I showing up in ways that feel aligned and alive?

- What visibility strategies energize me? (*social media, tv, print, podcasting, etc*)
- Where am I hiding or holding back?

Brand Clarity Snapshot

Use this space to begin putting language to your next-level brand.

My soul-led message:

(What I want to be known for / What I stand for)

The people I'm here to serve:

(Who they are, what they're navigating)

What I help them do:

(Transformation, not just tasks)

Brand Clarity Snapshot

Use this space to begin putting language to your next-level brand.

How I show up best:

(Speaking, writing, visuals, strategy, etc.)

What I want to be remembered for:

(Legacy, contribution, vibe)



BRAND

Want More?

This is just the beginning, friend. If you're craving guidance as you bring your personal brand into full alignment—so it reflects who you truly are and where you're going—I'd love to support you.

✨ [Book a free consultation](#) to explore brand strategy through the lens of purpose, positioning, and personal embodiment.

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xoxo

Paige

Looking forward to the future!

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