



# BRAND NEW START

## *Workbook*



## About this Workbook

**HOLA to all my fellow SOLOPRENEURS!**

**Welcome to the BRAND NEW START WORKBOOK!**

**This workbook was designed specifically for you.  
You are just getting started with your business,  
or entering what I like to call  
the LEVEL-UP PHASE...**

**that point in your business where you are ready to be taken seriously  
as a real business, not a hobby or a freelancer but your real,  
very own super awesome business.**

**The bottom line is you are ready to start investing in yourself &  
to develop your brand! But what is a brand, really?!  
Where do you even begin?!**

**In this workbook, I will guide you through  
necessary steps you need to take to know your brand!  
This is extremely important, and 100% necessary before diving into design or  
any of the fun visuals! Don't worry that comes next.**

**By the end of this workbook, you will KNOW YOUR BUSINESS,  
KNOW YOUR AUDIENCE & KNOW YOUR STYLE!  
AND you will feel more confident in targeting your dream clients,  
selling your services and designing a visual brand that screams YOU!**

**YOU GOT THIS! GOOD LUCK!**

**Your Digital Decorist,**



# Contents

**KNOW YOUR  
BUSINESS**

**KNOW YOUR  
AUDIENCE**

**KNOW YOUR  
STYLE**





## STEP ONE

# *Know Your Business*

I know what you're thinking...it's my business,  
I know it like the back of my hand.

But sometimes,  
as entrepreneurs we get so excited and  
passionate about what we do that we jump ahead.

We don't always figure out the basics before  
cooking up the meat and potatoes of what our business is.

It is beyond important that you are 100% clear  
on the basics of your business.

Think of it as laying down the foundation of everything else.

Once your foundation is set,  
then you are able to build on it and determine  
what your brand should  
sound, look and feel like!

This is the first step in *Knowing your Brand!*  
Let's get started!!!



1) What is your business name?

2) Which industry does your business operate in?

3) What are you branding/selling?

4) What is your brand mission? (Your big purpose!)

5) What is your approach or method in achieving your purpose?

6) If your brand was a person, what words would you use to describe them?

7) Who are your main competitors?



## STEP TWO

# *Know Your Audience*

Ok! So now that we've established our business basics, you are ready to determine who you want to work with.

Better yet, this is when you figure out who you can and really want to help!

While, I'm sure we all wish we could help everyone, we are only human, and the reality is not everyone is going to need or want what you offer.

You are naturally going to gravitate towards a certain type of client based on your own interests and experiences.

So we have three main things to consider:

- 1) What are the problems you want to help solve?
- 2) Who has those problems?
- 3) Of those people, who do you feel you can best serve and want to work with the most?

The following questions all fall under these 3 main factors.

At the end of the day, you deserve to have your dream clients!

Let's determine who they are!



1) What is your target customer's gender?

2) How old are your target customers?

3) What is their average household income?

4) List your client's main problems.

5) What is the main result they are hoping for?

6) How do they want their life to change?

7) Write a bio of your dream client? Be specific!



## STEP THREE

# *Know Your Style*

So this is the best part! And my absolute favorite part of  
**KNOWING YOUR BRAND!**

This is when we start to figure out what parts of your  
amazing personality and style to include in the  
look and feel of your business.

**Your brand is a reflection of YOU!**

That said we all have various sides to our personality  
and different things that influence our personal style.  
It can get overwhelming and confusing trying to determine  
what to include in the look of your business and figuring out  
what sides of your style will attract your ideal clients!

Answering the following questions is a great starting place  
in determining all of the above!

Not to mention a vital step to take before moving into  
the really fun part...  
designing your branding and the look of our business!

This is the last step in the workbook. Let's end **STRONG!**





1) What inspires you? Focus on places & things!

2) What art style/s are you attracted to?  
i.e Art Deco, Victorian

3) What color tones do you like?  
i.e pastels, jewel tones, bright tones

4) What is your favorite time period?

5) List 5 words to describe your style?

6) How would you describe your fashion style?

7) Name your favorite place to visit?



## YOUR BRAND

# *Checklist*



KNOW YOUR BUSINESS



KNOW YOUR AUDIENCE



KNOW YOUR STYLE



START DESIGNING YOUR BRAND



## DIGITAL DECORIST

### *Next Steps*

This workbook is just the beginning.  
Now that you know your brand, let's design it!  
Yes, as promised...now comes the fun part!

Digital Decorist is all about creating personalized  
branding that reflects YOU!  
We take an intuitive approach to design and prioritize  
inserting your personality into the look  
of your business.

This is how we attract that dream client of yours and  
stand out from the sea of competitors in your industry.

Ready to level up!  
Let's start designing the look of your brand!

1) **Click here** to join my FB Group for community support,  
free LIVE trainings, & so much more!

2) Ready to up-level your brand?  
**Click here** to book your FREE Brand Clarity Call!

3) DIYing your own brand or website, but want some  
pro feedback. **Click here** for my 60 min. Brand Therapy  
session, an intensive to up-level your brand!