



MASTERCLASS WORKBOOK

# aligned x design

GO-TO RESOURCES AND TOOLS TO HELP  
YOU BUILD A BURNOUT-PROOF BUSINESS

BROOKE ♦ ESTIN



# Hi, I'm Brooke

MY SUPERPOWER IS IN BLENDING  
CREATIVITY, STRATEGY AND DESIGN  
TO TURN IDEAS INTO REALITY.

As a **Brand Strategist & Designer**, I create digital products and experiences for entrepreneurs, coaches, authors, teachers and socially conscious companies.

As a **Lifestyle Design Coach**, I help people use their own creative superpowers to design their lives and businesses around what makes them holistically thrive.

As a **Professional Artist**, I use creative arts to express and process experiences in order to reflect, heal, learn and grow. My work has been shown in exhibitions in Europe, Asia and the United States, including at the United Nations.

## *What's my secret to doing it all?*

I ground into a solid life vision, and then streamline using tools and systems to get it all done in a way that honors my vision. That's what this guide is for: It's a reference document for you showcasing the exact tools I use to not only live my life but support my clients in finding greater alignment in theirs.



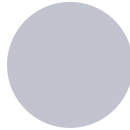


LIFESTYLE DESIGN

# Your Core Feels



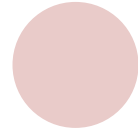
free



present



abundant



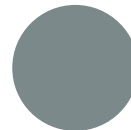
love



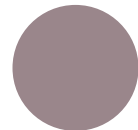
joyful



creative



secure



connected



fun



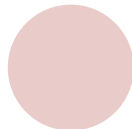
valued



generous



healthy



sensual



curious



adventure



inspired

WHAT ARE THE 5 - 10 CORE EMOTIONS THAT YOU WANT TO FEEL EVERY DAY?





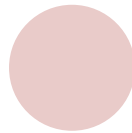


LIFESTYLE DESIGN

# Your Ideal Life



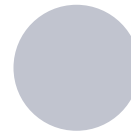
wake up



kiss



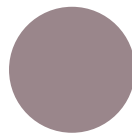
body



eat



work



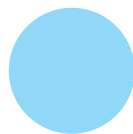
rest



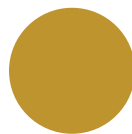
play



learn



make



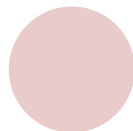
recharge



reflect



adventure



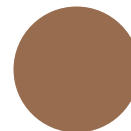
explore



socialize



connect



work

WALK THROUGH A DAY IN YOUR LIFE, 5 YEARS FROM TODAY.



LIFESTYLE DESIGN

# How You Spend Time

IDEAL WEEKLY SCHEDULE [ date ]							
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:00 AM							
6:00 AM							
7:00 AM							
8:00 AM							
9:00 AM							
9:30 AM							
10:00 AM							
10:30 AM							
11:00 AM							
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10:30 PM							
11:00 PM							

[CLICK HERE FOR YOUR FREE WEEKLY PLANNER TEMPLATE](#)





BUSINESS DESIGN

# Your Business At a Glance

DEFINE

## GOALS

Know what success looks and feels like.

LIST YOUR TOP 3-5 GOALS:

- 1.
- 2.
- 3.
- 4.
- 5.

LIST HOW YOU WILL MEASURE THEIR SUCCESS:

- 1.
- 2.
- 3.
- 4.
- 5.





BUSINESS DESIGN

# Your Business At a Glance

CLARIFY

## OFFERS

Easy to understand and purchase.

LIST YOUR OFFERS, PRICES AND YOUR CUSTOMER  
JOURNEY EXPERIENCE:







BUSINESS DESIGN

# Your Business Model(s)

Remote vs *In Person*

Automated vs *Manual*

Recurring vs *One Time*

Timeless vs *Time Sensitive*

Scalable vs *Stretch*

WHICH BUSINESS MODEL(S) BEST SUITE YOU? WRITE OUT YOUR OFFERS AND  
WHAT BUSINESS MODEL(S) THEY ALIGN WITH.







BUSINESS DESIGN

# Your Business Value Proposition

I help [*your client/customer*]  
to [*ideal outcome*]  
through [*how you do it*]  
so that they can [*be/have/do*]

WRITE AT LEAST 3 VERSIONS OF YOUR VALUE PROPOSITION STATEMENT,





BUSINESS DESIGN

# Tools, Templates & Resources

CREATE

## ASSETS

Brand, website, funnel, deck, social, etc.

ENGAGE

## SUPPORT

Technology, systems, people, partners, etc.

THE FOLLOWING PAGES INCLUDE LINKS  
TO MY FAVORITE GO-TO RESOURCES  
THAT I USE PERSONALLY AND CAN 100%  
RECOMMEND. PEEP THE LINKS FOR  
PARTNERSHIP DISCOUNT CODES!



MY GO-TO TOOLS TO KEEP THINGS GOING

# APPS & TOOLS



## FLODESK EMAIL

Beautiful, elegant and inviting, this email provider makes beautiful emails and automations easy. Get 50% off your subscription using my link below.

[CHECK IT OUT](#)



## CANVA

Canva is a super simple online graphic design tool. Use it to create social media posts, presentations, posters, videos, logos and more.

[CHECK IT OUT](#)



## CREATIVE MARKET

Creative Market is the go-to-market place for millions of ready-to-use products from visual designers from around the world.

[CHECK IT OUT](#)



## DUBSADO

This CRM is a game changer. Proposals, contracts, automations and more. Get Dubsado for 20% off your first month or year with the button below.

[CHECK IT OUT](#)



MY GO-TO RESOURCES FOR STRATEGIC BRANDING

# PERSONAL BRAND



## PERSONAL BRAND STRATEGY

### BRAND BUILDERS GROUP

From unknown to 8-figure personal brands, Brand Builder's Group is the guide to follow. Click the link below for a free brand strategy call - on me.

[BOOK A FREE CALL](#)



## BRAND ASSETS & TEMPLATES

### DIGITAL BRAND KIT

Meet the world's first turnkey branding system for personal brands. All the strategic design assets you need to build, brand, promote and deliver anything your business needs.

[SHOP NOW](#)

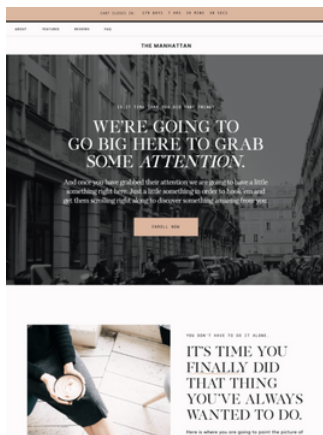




MY GO-TO FOR EASY, ELEVATED ONLINE HOMES

# WEBSITES

Recommended Platform:

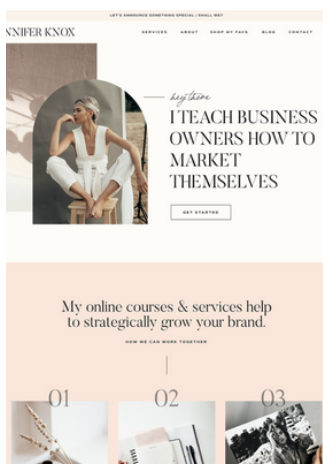


## TONIC SITE SHOP

Hands down, the most beautiful, strategic and functional website templates I've ever seen.

\*Use the code *creativeamplifier* to get 15% off

SHOP NOW



## SUPERHERO DESIGNS

Gorgeous, intentional and designed to convert website templates that are fully customizable to your unique brand and personality.

\*Use the code *creativeamplifier* to get 20% off

SHOP NOW



MY GO-TO RESOURCES TO SKILL UP

# LEARNING



Skillshare is my fav online learning platform with thousands of creative courses and classes taught by experts (like me!) to help you learn new skills.

CHECK IT OUT

## PODCASTS



On Being with  
Krista Tippett



Influential  
Personal Brand  
Podcast



The Art of Lost &  
Found Podcast



The Chase  
Jarvis Live  
Show



The Futur with  
Chris Do



Design Matters  
with Debbie  
Millman



Financial  
Feminist from  
Her First \$100K



TED Radio  
Hour Podcast



Diary of a CEO  
with Steve  
Bartlett



What's The Big  
Idea with  
Andrew Horn



Unlocking Us  
with Brene  
Brown



Death, Sex &  
Money with  
Anna Sale



ALIGN YOUR BUSINESS WITH YOUR LIFE

Bridge the gap between  
intention and impact.



YOU'RE INVITED TO

aligned x design

LEARN MORE