

BRANDING

Worksheets For Your Business



DISCOVERING YOUR BRAND VOICE: BECOMING AN AUTHENTIC ONLINE PRESENCE

Objective: Identify your distinctive voice that sets you apart as a personal brand online.

- 1 Self-Reflection and Understanding: Understand your natural communication style. For inspiration, think of how Simon Sinek inspires with purpose or how Brené Brown communicates with vulnerability.

Deep Reflection Table

COMMUNICATION STYLE DESCRIPTORS	
1	
2	
3	

Instructions: Fill in three words or short phrases that best describe your communication style.

2

Desired Emotion and Impact: Define the emotions you want to evoke in your audience. For instance, Tony Robbins is known to stir motivation, while Marie Kondo brings a sense of joy.

Deep Reflection Table

EMOTION TO EVOKE	IMPACT ON AUDIENCE

Instructions: In the first column, note down the primary emotion you aim to evoke. In the second column, describe the impact or change you want this emotion to bring about in your audience.



Brand Voice Inspiration: Identify personal brands you admire and what you can learn from them. Consider how Mel Robbins consistently inspires action or how Seth Godin offers unique perspectives.

Deep Reflection Table

PERSONAL BRAND	VOICE DESCRIPTORS	ELEMENTS TO ADOPT

Instructions: List down personal brands you admire, describe their voice, and pinpoint specific elements or qualities you'd like to incorporate into your own brand.



Deep Reflection Table

Instructions: Reflect on your recent posts or communications and determine if they were consistent in tone, style, and emotions with your desired brand voice.

Deep Reflection Table

FEEDBACK PROVIDER	PERCEIVED VOICE	SUGGESTIONS

Instructions: Approach trusted individuals for feedback on your brand voice. Document their perceptions and any suggestions they might offer.

6

Practical Implementation: Synthesize your insights into a brand statement.

Deep Reflection Table

DRAFT A STATEMENT THAT ENCAPSULATES YOUR PERSONAL BRAND

Instructions: Based on your reflections, craft a statement that represents your personal brand voice and the impact you wish to have.

As you progress, remember that your brand voice should resonate with both your authentic self and your audience's desires. Regular reflection and feedback will help keep you aligned and authentic.

VISUAL BRAND IDENTITY: CRAFTING A MEMORABLE VISUAL PRESENCE

Objective: Develop a cohesive and recognizable visual representation for your personal brand online.

- 1 **Personal Style and Aesthetics:** Understand your innate visual preferences. Think about the elegance and simplicity of Coco Chanel or the vibrant and bold style of Frida Kahlo.

Deep Reflection Table

VISUAL STYLE DESCRIPTORS	
1	
2	
3	

Instructions: Fill in three words or short phrases that capture your preferred visual style or aesthetics.



Colors and Emotions: Colors can evoke specific feelings. For instance, blue often represents trust, while red can evoke passion.

Deep Reflection Table

PREFERRED COLOR	ASSOCIATED EMOTION

Instructions: Choose colors that you feel represent your brand. Next to each, describe the emotion or feeling you believe the color conveys.



Inspirational Visual Brands: Identify brands with a visual style that resonates with you. Consider the minimalist Apple branding or the adventurous style of GoPro.

Deep Reflection Table

INSPIRATIONAL BRAND	VISUAL ELEMENTS ADMIRE	ELEMENTS TO ADOPT

Instructions: List brands whose visual identity you admire. Describe what stands out to you visually and specify elements you might consider adopting.



Branding Elements Consistency: Maintaining a consistent look across platforms enhances brand recognition.

Deep Reflection Table

BRANDING ELEMENT	CURRENT STATUS	DESIRED CHANGE
LOGO		
FONT		
COLOR PALETTE		

Instructions: Reflect on key visual branding elements you currently use and note any changes you'd like to implement for consistency.

Deep Reflection Table

FEEDBACK PROVIDER	PERCEPTION OF VISUAL BRAND	SUGGESTIONS

Instructions: Seek feedback on your visual identity from trusted individuals. Document their perceptions and any suggestions they might have.

6

Practical Implementation: Translate your visual brand insights into tangible brand assets.

Deep Reflection Table

DESCRIBE YOUR IDEAL BRAND LOGO		
LIST THREE PRIMARY COLORS FOR YOUR BRAND PALETTE		

Instructions: Based on your visual brand reflections, outline key aspects of your brand's visual identity, such as the logo design and color palette.

YOUR BRAND STORY: NARRATING YOUR UNIQUE JOURNEY AND VISION

Objective: Craft a compelling narrative that captures the essence, journey, and aspirations of your personal brand.

1 **Origin and Inspiration:** Every brand has a beginning. Reflect on what sparked your journey. Was it an event, a person, or a passion? Consider how Howard Schultz was inspired by Italian coffee culture to transform Starbucks.

Deep Reflection Table

EVENT/PERSON/PASSION	IMPACT ON YOUR JOURNEY

Instructions: Describe the key event, person, or passion that led to the inception of your brand and its impact on your journey.

2

Milestones and Achievements: Highlight significant moments that shaped your brand. Think about the milestones Oprah Winfrey achieved, from her talk show to her network.

Deep Reflection Table

DATE/YEAR	MILESTONE/ACHIEVEMENT	IMPACT ON BRAND EVOLUTION

Instructions: Document crucial milestones or achievements and their role in your brand's evolution.

3

Challenges and Learnings: Every brand faces hurdles. It's the lessons learned that matter. Reflect on challenges like how J.K. Rowling faced numerous rejections before "Harry Potter" was published.

Deep Reflection Table

CHALLENGE FACED	LESSONS LEARNED

Instructions: List challenges you've encountered and the invaluable lessons they brought.



Brand's Core Values: Your brand's values guide its actions and decisions. Think about how Nike emphasizes performance and empowerment.

Deep Reflection Table

CORE VALUE	DESCRIPTION/REASONING

Instructions: Define the core values central to your brand and provide a brief description or reasoning for each.

5

Vision and Future Aspirations: Where do you see your brand in the future? Envision your brand's trajectory, like Elon Musk's vision for SpaceX in interplanetary travel.

Deep Reflection Table

SHORT-TERM VISION (1-3 YEARS)	LONG-TERM VISION (10+ YEARS)

Instructions: Describe where you aim to take your brand in the short term and your grand vision for the distant future.

6

Practical Implementation: Transform your brand story into a narrative that can be shared.

Deep Reflection Table

CRAFT A CONCISE "ABOUT ME/US" STATEMENT FOR YOUR BRAND

Instructions: Based on the insights and reflections gathered, write a statement or story that encapsulates your brand's journey, values, and vision.

DEFINING YOUR BRAND AUDIENCE: CONNECTING WITH THOSE WHO RESONATE WITH YOUR JOURNEY

Objective: Identify and deeply understand the audience most aligned with your personal brand's message and values.

1 Demographics and Basics: Start by identifying basic characteristics. For instance, consider Marie Forleo's audience: primarily women entrepreneurs in their 20s to 50s.

Deep Reflection Table

AGE RANGE	LOCATION	GENDER	OCCUPATION

Instructions: Outline the demographic profile of individuals who resonate with your personal brand's message.

2

Psychographics and Preferences: Delve into their mindset. Consider Tony Robbins' audience, who value personal growth and are proactive in seeking self-improvement.

Deep Reflection Table

INTERESTS/HOBBIES	VALUES/BELIEFS	LIFESTYLE PREFERENCE

Instructions: Describe the interests, core values, and lifestyle preferences of your target audience.

3

Pain Points and Challenges: What challenges does your audience face that you address? For example, Brene Brown's audience may struggle with vulnerability and seek guidance on embracing it.

Deep Reflection Table

IDENTIFIED PAIN POINT	HOW YOUR BRAND ADDRESSES IT

Instructions: List challenges your audience encounters and how your personal brand provides solutions or insights.



Brand Interactions and Touchpoints: Where does your audience engage with content? For example, Gary Vaynerchuk's audience is highly active on platforms like Instagram and LinkedIn, consuming video content and short motivational snippets.

Deep Reflection Table

PREFERRED PLATFORM/CHANNEL	FREQUENCY OF INTERACTION	CONTENT PREFERENCES

Instructions: Identify the platforms where your audience is most active and the content types they prefer.

5

Audience Feedback and Insights: Gather insights to fine-tune your understanding. For instance, Simon Sinek might gather feedback from his book readers or TED talk viewers.

Deep Reflection Table

FEEDBACK PROVIDER	INSIGHT/FEEDBACK ABOUT AUDIENCE	ACTIONABLE STEPS

Instructions: Engage directly with your audience or seek feedback from those who interact with similar audiences. Document the insights and determine actionable steps.

6

Practical Implementation: Transform your understanding into a defined audience persona.

Deep Reflection Table

DRAFT A DETAILED AUDIENCE PERSONA THAT CAPTURES THE
ESSENCE OF YOUR IDEAL FOLLOWER

Instructions: Based on your reflections, create a comprehensive profile representing your ideal audience member. Detail their traits, behaviors, and how your personal brand aligns with their needs.

CREATING ALIGNED OFFERS: DESIGNING SERVICES AND PRODUCTS THAT RESONATE

Objective: Develop offers that not only align with your personal brand's values and strengths but also cater to the needs and desires of your target audience.

1 Assessing Your Strengths and Expertise: Identify what you excel at. Think about how Marie Forleo offers business coaching based on her expertise in entrepreneurship.

Deep Reflection Table

YOUR STRENGTH/EXPERTISE	HOW IT BENEFITS YOUR AUDIENCE

Instructions: List your core strengths or areas of expertise and describe how they can bring value or benefits to your audience.

2

Understanding Audience Needs: Determine what your audience is actively seeking. Consider how Brene Brown's audience seeks insights on vulnerability and courage.

Deep Reflection Table

IDENTIFIED AUDIENCE NEED	HOW YOUR OFFER ADDRESSES IT

Instructions: Detail the primary needs or desires of your audience and how your potential offers can address them.

3

Differentiation in the Market: Identify what sets your offers apart. For instance, Tony Robbins' events are not just seminars but immersive experiences.

Deep Reflection Table

YOUR OFFER	WHAT MAKES IT UNIQUE

Instructions: Describe the services or products you're considering offering and pinpoint what differentiates them from similar offers in the market.



Pricing and Value Proposition: Ensure your pricing reflects the value you provide. Simon Sinek, for instance, offers valuable leadership insights, justifying premium pricing for his consulting services.

Deep Reflection Table

YOUR OFFER	PRICING	VALUE PROPOSITION

Instructions: List your offers, their proposed pricing, and the value they bring to your audience. Ensure alignment between price and value.

5

Feedback and Iteration: Before finalizing, gather feedback. Gary Vaynerchuk, for example, might test a new course concept with a small segment of his audience before a full launch.

Deep Reflection Table

FEEDBACK PROVIDER	FEEDBACK ON OFFER	ACTIONABLE STEPS

Instructions: Seek feedback on your offers from trusted individuals or a segment of your audience. Document insights and identify actionable steps for refinement.

6 **Practical Implementation:** Turn insights into actionable offers.

Deep Reflection Table

OUTLINE A LAUNCH PLAN FOR YOUR TOP OFFER

Instructions: Based on your deep reflections and feedback, craft a launch plan detailing how you'll introduce your offer to your audience. Consider promotion strategies, platforms for launch, and post-launch engagement.

Your offers are an extension of your personal brand. They should not only highlight your expertise but also resonate deeply with the needs and desires of your audience. Continuous feedback and alignment ensure that your offers remain relevant and sought-after.