



A Purpose-Driven Brand *Worksheet*

Your complimentary starter guide on how to craft a brand that's rooted in its purpose, because a purpose-driven brand feels good about their messaging and thrives authentically.



HI FRIEND

I'm so glad you're here!

I'm Lauren, owner of Onward Wander Studio, crafting purpose-driven brands through strategy, design and illustration. A good brand starts with a solid foundation that's rooted in its purpose. Before you start promoting your services, designing your logo, or setting up your website, take some time to review this worksheet to set a strong foundation.

Whether you are just starting out or need a brand refresh, this worksheet will help you get back to basics in order to craft an effective brand.

Before you begin...

Remove yourself from any distractions, take some time to relax and get in the right mindset. When you're feeling stuck, take a break and come back to this later when you're feeling refreshed.

If you have any questions, please feel free to reach out:

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A Purpose-Driven
Brand starts with *getting*
to the heart of what
you do by finding your
“ultimate why”

01 | SELF DISCOVERY + FINDING YOUR “ULTIMATE WHY”

When we take the time to deep dive into the heart of what we do and why we do it, our messaging comes easier to us and we naturally attract our ideal clients/customers.

In your everyday life, what concepts, sayings, theories are important to you?

Usually, the things that are important in your everyday life resonate within your business, helping you move closer to the heart of what you do.

What inspires you inside and outside of your business?

This can be the little things, big things, whatever fuels your business!

Why did you begin your business?

Think back to when you were just starting—what was on your mind when you decided you wanted to begin? What motivated you to take the jump?

Is there a unique story to your brand or meaning behind the name?

Even the simplest stories can be unique! It doesn't have to be grandiose or elaborate, just your story to tell.

If your brand had a personality, how would you describe it?

Be honest and have fun with this one :)

If you have current branding—what is working and what is not working?

*Is there anything that doesn't feel aligned with who you are as a business?
Seeing this may help you understand what you will need to change and better clarify your “ultimate why.”*

Now take some time to review and read through your previous answers.
Highlight anything that stands out to you, and ask yourself the following questions:

- Is there a common thread within my answers?
- Is there a phrase or statement that truly sums up why I do what I do?
- Is there a strong belief that showcases what I do in business?

YOUR “ULTIMATE WHY”

YOUR “ULTIMATE WHY”

Feeling a little stuck?

Take take a comfortable seat, close your eyes, and take 5 deep breaths. Inhale for 4 seconds, hold for 4 seconds, exhale for 4 seconds, and repeat. Now that your mind is clear, does anything come to mind?
Any epiphanies that may have gotten you closer to your ultimate why?

Use this page as your scratch pad and write what comes to mind.

YOUR "ULTIMATE WHY"

YOUR "ULTIMATE WHY"

Now that you have everything out on paper... what is your “ultimate why” in business?

YOUR “ULTIMATE WHY”

Your “Ultimate Why”

YOUR “ULTIMATE WHY”

Personal Example: *To empower those around me who are inspiring a better world and future.*

Your offering(s)
should be *rooted*
in your purpose

02 | SERVE AUTHENTICALLY WITH YOUR OFFERINGS

Now that we've reached the core of your business, it's time to explore your products/services and make sure they align with your "ultimate why."

What does your business/product do?

If you had just 30 seconds to explain your product/services to a client/customer, what would you say?

What problem are you solving with your products/services?

Does that problem align with the heart of your business?

What differentiates you from others in your industry?

Do you have any particular passions, ideas, or unique experience that you think will set you apart? Does this relate to any of your offerings?

How do you want your ideal clients/customers to feel when interacting with your brand and offerings?

Is there anything you need to change or tweak in your current offerings to help create this client/customer experience?

Do my services/products fulfill my “ultimate why” and how?

If not what needs to be changed or tweaked?

YOUR OFFERINGS ROOTED IN PURPOSE

YOUR OFFERINGS ROOTED IN PURPOSE

If you are still discovering your services/products.

Write down a list of possible offerings you can provide that will connect with your “ultimate why.” Review that list. Do you have a background in any of your offerings? Will you need to do some research on an intriguing service you’d like to offer? Will there be training involved? What’s the best way to get started?

Normally if you are just starting out and discovering what you’d like to offer, it may seem overwhelming, but take it one day at a time. Spend 15 minutes a day researching, learning, exploring your new possible product or service. Breaking it down this way helps eliminate the feeling of needing to figure it all out right now.

Good things take time and trust that it will happen!

Now that you have everything out on paper... what are your offerings that truly align with your “ultimate why”?

Your Offerings Rooted in your Purpose

Personal Example: *I help create visual identities for purpose-driven brands (sustainability focused, health/wellness, community building, authentic innovation) that want to inspire a better future.*

Your core values
help you make *better*
informed business
decisions

03 | STAY GROUNDED WITH YOUR CORE VALUES

It's time to explore your business core values. These values will support your purpose and help you make better informed business decisions.

What words or values did you write down most frequently in this worksheet?

Highlight recurring words that may relate to values in your business and compile them here.

If money wasn't a concern, what above values would still resonate?

Possible Core Values

Below is a list of brand buzz words—words that may relate to your brand through value, feeling, aesthetic, etc.
Circle all that apply to your brand, and in the blank spaces, add any words that you'd like to add.

YOUR BUSINESS CORE VALUES

Abundance	Diversity	Honesty	Relaxation
Accessibility	Drama	Hospitality	Resourcefulness
Adventure	Dynamic	Imagination	Rest
Alignment	Ease	Independence	Romance
Altruism	Education	Innovation	Security
Authenticity	Elegance	Intuition	Sharing
Authority	Empathy	Inventiveness	Simplicity
Balance	Endurance	Joy	Solitude
Beauty	Energy	Justice	Spirituality
Boldness	Entertainment	Leadership	Structure
Celebration	Environmentalism	Legacy	Teamwork
Change	Expansion	Liberation	Thoughtfulness
Choice	Exploration	Logic	Tradition
Collaboration	Family	Luxury	Uniqueness
Comfort	Fearlessness	Magic	Unity
Community	Freedom	Mindfulness	Variety
Compassion	Friendship	Optimism	Victory
Convenience	Giving	Order	Vision
Conversation	Gratitude	Organization	Wholeheartedness
Creativity	Growth	Peace	Wisdom
Curiosity	Guidance	Persistence	_____
Depth	Happiness	Playfulness	_____
Discipline	Harmony	Presence	_____
Discovery	Health	Reflection	_____

YOUR BUSINESS CORE VALUES

*Review the previous page, what words stand out to you the most?
What words can turn into an essential core value?*

Use this page as your scratch pad and write what comes to mind.

Narrow it down to your top 5 and why each one would be a core value in your business.

1.

2.

3.

4.

5.

Your Biz Core Values

YOUR BUSINESS CORE VALUES

YOUR BUSINESS CORE VALUES

Personal Example: 1. *Authenticity* 2. *Freedom* 3. *Connection* 4. *Creative Growth* 5. *Harmony*
1. *Authenticity in my messaging, design work and client messaging, discovering their truth that's unique to them.*

o4 | MOVING FORWARD WITH YOUR FOUNDATION

Let's infuse what we have discovered into your actual branding. These next steps may be to DIY or to hire a professional. Either way, this is a great starting point in crafting your purpose-driven brand!

In your branding, what can be implemented, changed or tweaked to better align with your purpose?

This can be anything from updating your tagline and/or mission statement to changing your listed services to crafting a new social media plan.

Do you feel like any of the following are misaligned in your branding?

Logo + Design Assets

*If yes, then why and what steps
can you take to change that?*

Font/Type Selection

*If yes, then why and what steps
can you take to change that?*

Color Scheme

*If yes, then why and what steps
can you take to change that?*

Website

*If yes, then why and what steps
can you take to change that?*

Photography

*If yes, then why and what steps
can you take to change that?*

Marketing/Social Media

*If yes, then why and what steps
can you take to change that?*

NEXT STEPS

NEXT STEPS

A FEW THINGS TO REMEMBER...

Your "Ultimate Why"

Your "ultimate why" is essentially the "purpose" in a purpose-driven brand. Have this written down somewhere you can see it daily. Refer to it when updating your website, posting on social media, interacting with clients/customers, and in all other facets of business. Have it in the back of your mind always and allow it to fuel your business!

Your Offerings Rooted in Purpose

When creating a new offer, ask yourself if it connects with your purpose and how. If it doesn't, see if there's anything you can change to make it better connect with your purpose. However, sometimes, an offering you're thinking up just doesn't click, and maybe it's better to set that one aside for now.

Your Core Values

When making decisions in your business it's always good to ask yourself if it aligns with your core values. Sometimes new opportunities seem exciting, but if they don't align, take a minute and really think over why it would be beneficial to do x, y or z. Will it help you move forward in a business that's rooted in your purpose or will it set you off track?

To Note...

It's most definitely possible for our purpose to change over time, and that's completely ok!
If you're feeling this change, it's time to reevaluate with this worksheet.

Your brand was meant to *thrive*

*Interested in diving deeper?
Click below and let's see how we can work together...*



START YOUR PROJECT

*...or learn more at **ow-studio.com***