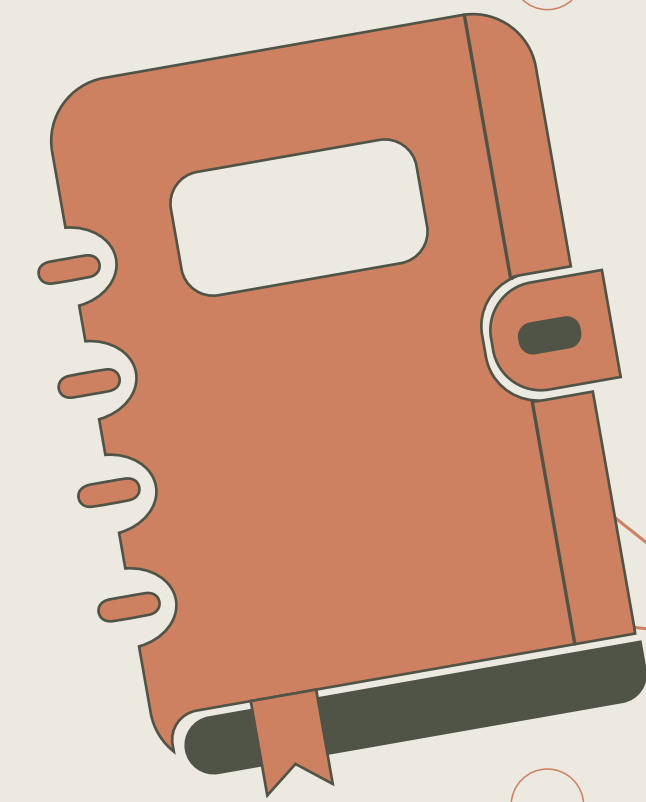


Brand Clarity Starter Pack (Part 1)

Defining your brand core identity



A little note before we begin ✨

So, you're thinking about creating or refining your brand. That's exciting, but a little overwhelming, right? Don't worry, you don't need it all figured out yet.

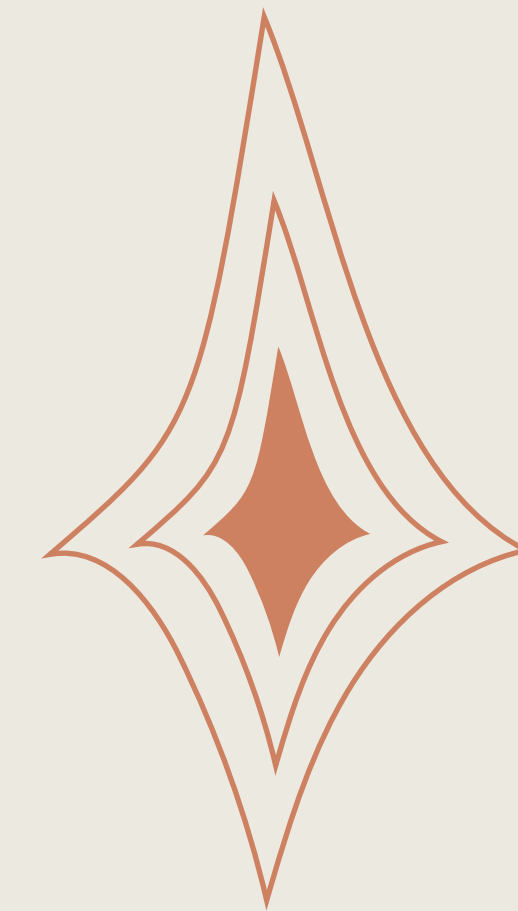
This guide is for you if you're starting from scratch, giving your brand a refresh, reworking your visuals, or just want a stronger strategy behind it all.

As we already know, your brand is more than just a logo. It's the story, personality, and strategy behind it. And if you don't have all the answers, that's okay. You'll get there.

Grab a coffee (or matcha, like me) and let's get started. No pressure, go at your own pace.



*Part 1: Understanding
your brand's core identity*



WHAT YOU'LL GAIN FROM THIS GUIDE:

01

Clear understanding of your brand's personality, mission, and core values.

02

A stronger foundation for making brand decisions.

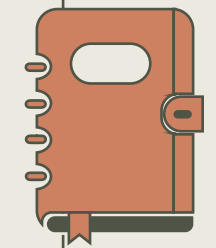
03

Clarity on how to position your brand in a way that connects with your target audience.

04

More confidence in your brand direction, even if it's still evolving!

HOW TO USE THIS GUIDE



01

Fill in the exercises directly on the file, or use a notebook if you prefer.

02

Don't overthink. Your brand will evolve, and that's okay! You can come back to it later when needed.

03

If you're working with a designer, this will help them understand your vision and refine it with you.

04

Go at your own pace, there's no rush! You don't have to finish it in one sitting.

What would your brand say that others wouldn't?

Things your brand might say

Things your brand would never say (because... ew):

Voice in real life (practical test)

A happy customer just sent a sweet DM saying they loved your product or service. How do you reply?

You're launching something new. How do you tease it to your audience without sounding too "salesy"?

Your brand walks into a networking event... someone asks: "soo what do you do?" How do you answer?

Your Brand Values

What are the core values that drive your brand? These guide your decisions and how you connect with customers. Keep them real and aligned with what you truly stand for.

Community

Examples:

Authenticity

Creativity

Sustainability

Mission & purpose

Your mission is the reason your brand exists. Why do you do what you do? What's the impact you want to make?

Write your mission here:

My mission is to help [target audience] achieve [desired result/outcome], by [how you help them], so they can [bigger impact or end goal].

(Example: "My mission is to help female service-based entrepreneurs gain clarity, refine their offers, and implement strategic growth plans so they can attract high-paying clients, increase their revenue, and build a sustainable business they love.")

Your brand objectives (What are your goals?)

When setting brand goals, make them specific, measurable, achievable, relevant, and time-bound (SMART). The clearer your goals, the easier it will be to track progress and stay motivated.

1. **Set Goals:** What do you want to achieve?
2. **Track It:** How will you measure success?
3. **Add Deadlines:** Give each goal a timeline to stay on track.

Short-term (within the next year):

1.

2.

3.

Long-term (in the next 3-5 years):

1.

2.

3.

Your brand's personality & voice

Tick the words that would best describe your brand.
Pick all that fit, or add your own:

Add your own!

☐ Playful	☐ Exclusive	_____
☐ Vibrant & Magnetic	☐ High-end	_____
☐ Friendly	☐ High-energy	_____
☐ Elegant	☐ Bold	_____
☐ Modern	☐ Serious	_____
☐ Chill & Down-to-earth	☐ Empowering & Uplifting	_____
☐ Sassy	☐ Sleek & sophisticated	_____
☐ Confident	☐ Cozy and comforting	_____
☐ Edgy	☐ Romantic	_____

Your brand's personality & voice

Time for a vibe check. These sliders will help you explore the nuances of your brand's personality. Mark where you land on each line:

Your brand has a personality. Just like a person. I want you to define it! Let me help you.

If your brand was a person, how would you describe it?

The Brand Vibe Meter™

Feminine	☒ — ☐ — ☐ — ☐ — ☐	Masculine
Bright & cheerful	☒ — ☐ — ☐ — ☐ — ☐	Subtle & natural
Youthful & innovative	☒ — ☐ — ☐ — ☐ — ☐	Mature & timeless
Fun & laid-back	☒ — ☐ — ☐ — ☐ — ☐	Serious
Friendly & approachable	☒ — ☐ — ☐ — ☐ — ☐	Corporate & formal

Now what?

Please don't let this masterpiece sit in your "Brand Stuff" folder collecting digital dust. Here's how to actually use this info in real life:

01

Use it as your content guidesheet

When you're writing Instagram captions, blog posts, or even emails, look back at your voice and personality.

Ask: Would my brand actually say this? Or am I accidentally writing like a corporate robot?

03

Keep it handy for collabs or outsourcing

This is GOLD for designers (hi, that's me), copywriters, social media managers, or anyone helping you build your brand. It keeps everything consistent. So share it with them.

02

Make sure your visuals match the vibes

If your brand is "fun & laid-back," but your color palette screams "serious corporate energy," we have a mismatch. Time to align your brand visuals (colors, fonts, logo style) with the personality you picked here.

04

Revisit it every 6 months

Writer's block? Rebrand spiraling? Content feeling off? Come back here. Let your brand personality help you realign and get back into flow.

✦ *And that's Part 1 done!* ✦

You've got the basics down. Nice work! (But we're just getting started.)

- *in Part 2*, we'll explore how to figure out your perfect clients.
- *in Part 3*, we'll break down your competitors, find out what they're doing, and figure out how to make your brand stand out.

Parts 2 and 3 will be shared with my email subscribers first, because I love giving them early access to all the good stuff. Wanna be on the list?

NEED HELP WITH YOUR BRAND STRATEGY?

I've got you! If you're feeling stuck or just want some extra guidance with your brand strategy, brand design, or web design, feel free to reach out. I'm here to help you.



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