

BRAND CLARITY WORKBOOK

Digital Clarity Brand Management





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WELCOME!

Hi there! I'm Amber Mayeur. I'm a brand strategist, digital marketing pro and owner of Digital Clarity Branding.

As a seasoned digital marketing professional, I've witnessed firsthand the struggles that small businesses face in their quest for growth and recognition. But I've also seen the incredible potential that lies within each one, waiting to be unlocked. That's why I've made it my mission to help small businesses not just survive, but thrive in their marketing efforts.

It's time to unleash the full potential of your small business and watch it soar to new heights. With the right guidance and resources, there's no limit to what you can achieve. This brand identity workbook is the first step towards transforming your story into one of triumph and success.



YOUR BUSINESS FOUNDATION

The first step is identifying who you are as a business owner, your offers, and why you want to pursue your business.

Who are you as a business owner?

What is your business?

Why did you decide to create your business?

What are your business visions, missions, and goals?



What are your products or services?

What makes your business unique?

What are your business's core values?

How do you want to connect with your target audience?

Who are your competitors? What sets you apart from others?



YOUR TARGET AUDIENCE

The second step is to identify who is your target audience and how you can help them, etc. Be as specific as possible so you can create products or services that would resonate with them.

Demographics:

| | |
|------------------|------------------------|
| Gender: | Profession: |
| Age: | Location: |
| Marital status: | Average annual income: |
| Education level: | Ethnic background: |

What are their hobbies and interests?

| | |
|-------|-------|
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What are their goals? What motivates them?

What are some of the challenges that they are facing?

What can you offer to solve their problems?

What are the benefits/results they would get from your offer?

Why should they buy from you and not from other businesses?



YOUR BRAND PERSONALITY

The next step is to identify your brand personality. This will set the tone for your brand voice that will be used in all of your communication efforts with your audience.

Circle 3 – 5 words that your brand identifies with

| | | |
|-------------------|---------------|---------------|
| ADVENTUROUS | FUTURISTIC | OUTDOORSY |
| AMBITIOUS | GENUINE | PASSIONATE |
| BOLD | HEALTHY | PLAYFUL |
| BUBBLY | HIGH-QUALITY | PRO-ACTIVE |
| BRAVE | HUMBLE | PURPOSEFUL |
| CALMING | INCLUSIVE | REBELLIOUS |
| CHARITABLE | INNOVATIVE | ROMATIC |
| CHIC | KNOWLEDGEABLE | SINCERE |
| CLASSIC | LEISURELY | SOPHISTICATED |
| COLORFUL | LOYAL | SPICY |
| CREATIVE | LUXURIOUS | SPORTY |
| ELEGANT | EXCLUSIVE | TIMELESS |
| ENERGETIC | MAGICAL | UPLIFTING |
| EXCLUSIVE | MASCULINE | URBAN |
| FAMILY - ORIENTED | MODERN | VIBRANT |
| FEMENINE | NATURAL | WHIMSICAL |
| FORMAL | OPTIMISTIC | WHOLESOME |
| FUN | ORGANIC | YOUTHFUL |



YOUR COMMUNICATION STYLE

The last step is figuring out *how* to communicate with your target audience. Focus on what your target audience wants from you and how to address them.

Where can you find your target audience? List social media platforms, etc.

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

What type of content resonates with your target audience? Examples of content are blog posts, videos, etc.

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |



What types of content are you excited to create?

Do you have a plan how to create them?

What is your marketing strategy?

How often can you engage with your target audience?

What's your long-term goal for your target audience?



CONGRATULATIONS!

You have finished identifying your business foundation, target audience, and communication style! Take a moment and give yourself a big round of applause.

You should now have a clear understanding of who you are as a business and who you serve. Armed with this newfound clarity, you're ready to step into the next chapter of your marketing success story. Remember, the journey doesn't end here—it's just the beginning of a brighter, more prosperous future for your small business. Keep shining!



WANT TO WORK WITH ME?

If you are ready to invest in building your brand strategy, I'm ready to help you!

Click the button below to schedule a free 20-minute clarity call.

BOOK A CALL NOW

Let's connect on social media!

Follow me at [@digitalclaritybranding](https://www.instagram.com/digitalclaritybranding) to get more branding tips.