BRAND IDENTITY DISCOVERY WORKSHEET

Figure out what you stand for, who you're talking to and what you want to be known for.
Your brand isn't your logo, fonts or color palette.

Those things help people recognize you. Your brand is what people begin to associate with you after they've experienced your content, your work, your offers, your values and your point of view.

And before you ask AI to help you define any of that, I want you to do something first:
Think for yourself.
This worksheet is designed to get what's already in your head, your experience and your intuition onto paper. There are no perfect answers. Don't write what you think a brand strategist, an algorithm or AI wants you to say. Write what is actually true for you.

If you can, print this worksheet and write your answers by hand. Slow down. Sit with the questions. Cross things out. Change your mind. Pay attention to the answers that come easily and the ones you struggle with.

The goal isn't to create a perfectly packaged brand.
It's to get clearer on who you are, what you're building and what you want people to know you for.

YOU'RE ALLOWED TO NOT KNOW YET.
Some of these questions may be easy. Others may make you realize you don't actually know the answer yet. That's useful information too.

Write “I don't know yet” instead of forcing an answer that sounds good. Clarity sometimes starts with figuring out what still needs to be figured out.

BEFORE YOU GIVE THIS TO AI...
AI can be incredibly useful for organizing your thoughts, identifying patterns, tightening language and showing you connections you may have missed.

But don't ask AI to tell you who you are.

Do this work first. Then give AI your thinking, your words, your experiences and your point of view and ask it to help you make sense of what is already there.

WHEN YOU'RE FINISHED, TRY THIS PROMPT:
“I'm going to give you my completed Brand Identity Discovery Worksheet. Analyze only what I have provided. Identify recurring themes, values, differentiators, audience needs, potential content themes and language that sounds distinctly like me. Do not invent a brand identity for me or add generic marketing language. Point out areas where my thinking is still unclear and ask me questions that could help me clarify them.”

1. WHAT ARE YOU ACTUALLY BUILDING?

Instead of starting with a formal mission statement, start here.

- What are you building right now?
- What do you sell or want to sell?
- Why does this business/brand matter to you?
- If this works the way you hope it will, what does it look like 1–3 years from now?
- What are you NOT trying to build?
- What can someone actually hire you for, buy from you or do next if your brand/content makes them interested?
    - Is that currently clear to someone who discovers you online?

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2. WHAT DO YOU WANT TO BE KNOWN FOR?

- When someone hears your name or business name, what do you want them to immediately associate with you?
- What do you know really well?
- What have you experienced that gives you a perspective other people may not have?
- What do people already come to you for?
- Finish this sentence: “If you need help with _____, I want people to think of me.”
- Now flip it: What do you NOT want people to associate with you or your brand?

3. WHAT DO YOU ACTUALLY BELIEVE?

- What do you believe about your industry or the work you do?
- What do you believe your audience needs to hear more often?
- What conventional advice do you disagree with?
- What will you not compromise on?
- What values actually show up in the way you work, not just the words you'd put on an About page?

4. WHO ARE YOU TALKING TO?

- Who do you most want to help, work with, sell to or reach?
- What is happening in their life/business when they start looking for someone like you?
- What are they trying to accomplish?
- What are they frustrated, confused or overwhelmed by?
- What have they probably already tried?
- What might stop them from buying, booking or taking the next step?
- What language do THEY use to describe the problem?

5. WHY YOU?

- What experience do you have that shapes how you approach this work?
- What do you do differently?
- What combination of skills, experience, personality or perspective is uniquely yours?
- What do clients/customers repeatedly say they appreciate about working with you?
- What's your “unicorn quality”?
- You don't have to be the only person in the world who does what you do. Why might someone choose YOU to do it?

6. WHAT BACKS THIS UP?

1. What have you actually done, built, learned, accomplished or experienced that supports what you say about yourself?
2. What results, testimonials, stories, credentials, experience or body of work can you point to?
3. Where are you still building the proof?

7. WHAT DOES YOUR BRAND SOUND LIKE?

- Choose 3–5 words describing how you want your brand to feel.
- How would you actually speak to a client/customer in real life?
- What words or phrases sound like you?
- What words, phrases or marketing language would you NEVER use?
- Are you direct? Warm? Funny? Edgy? Academic? Conversational? Irreverent? Calm?
- If AI wrote something for you, what would immediately make you say, “I would never say that”?

8. YOUR STORY

- What experiences led you here?
- What parts of your story help someone understand why you do this work?
- What have you learned the hard way?
- What changed your perspective?
- Which parts of your story are relevant to your brand, and which parts are simply yours to keep private?

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9. YOUR CONTENT TERRITORY

- What are 3–5 subjects you could talk about repeatedly?
- What questions could you answer all day?
- What stories support those topics?
- What parts of your work can you show rather than explain?
- What opinions or perspectives could become recurring themes?
- What topics do NOT belong in your brand even if they perform well online?
- These aren't content “pillars” because Instagram told you that you need five pillars. They're the territory you have enough knowledge, experience and interest to keep exploring.

10. VISUAL IDENTITY

- How should your brand feel visually?
- What colors, textures, photography, typography or visual styles feel like you?
- What visual trends DON'T feel like you?
- If someone saw your content without your name attached, what could eventually make it recognizable as yours?
- Don't choose your identity based solely on what's trending in Canva.

11. THE BRAND EXPERIENCE

- How should someone feel after interacting with you?
- What should working with/buying from you feel like?
- Does the experience match what you're saying online?
- Where does the current experience fall short?

BRAND REALITY CHECK

Before you bring everything together, take a look at the brand you're actually putting into the world right now.
Now look at your website, social profiles and most recent content.
Would someone looking at them today know:

- What you do?
- Who you help?
- What you want to be known for?
- What you believe or how you think differently?
- What they can buy/book/do next?
- What it feels like to work with you?

Where is there a disconnect between the brand you just described and the brand you're currently showing people?

NOW BRING IT TOGETHER

- I am building: _____
- I help: _____
- I want to be known for: _____
- I believe: _____
- My perspective is different because: _____
- The main things I should be talking about are: _____
- My brand should feel: _____
- The next thing I need to clarify is: _____

THIS DOESN'T HAVE TO BE PERFECT.

Your brand isn't something you figure out once, type into a document and never touch again. You're going to evolve. Your business may change. Your offers may change. Your audience may change. You may change.

This worksheet is a snapshot of what feels true right now. Use what you discovered here to make your next decisions clearer. Then go make something, sell something, talk to people, work with clients and pay attention to what you learn.

You can come back and change your answers.

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STILL FEELING UNCLEAR?

Sometimes a worksheet is a great place to start, but having someone to bounce ideas off of can make all the difference. If you're looking for clarity around your brand, help developing your content strategy, or someone to work through your ideas with you, I offer personalized 1:1 sessions tailored to where you are and what you need. With nearly 30 years of experience in media and content production, I can help you figure out your next steps without adding more unnecessary work to your plate.

Whether you need clarity around your offers, hands-on help creating content, or support building a team and a more sustainable operation, there are ways we can work together.

EXPLORE MY 1:1 SERVICES

Click on the link above or go to: https://www.sandgmediagroup.com/book-online
The Clarity Session | Content Coaching + Creation | Growth Operator Buildout
Find the support that fits where you are right now.

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