Personal Brand Clarity

START WITH WHO YOU ARE

Your brand begins with what matters to you and the gifts you bring. Use words that feel natural. Your answers can evolve as you do.

Name: _____ Business: _____

01 Name your values

What three values guide how you work and treat people? Think of moments when your work felt most meaningful.
Ideas: honesty, creativity, connection, courage, care, freedom.

02 Put your values into practice

Choose one value above. What does it look like in a real client experience or a business decision?

03 Recognize your strengths

What do people come to you for? List two or three strengths and one experience or piece of feedback that shows them in action.

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TURN YOUR CLARITY INTO CONNECTION

04 Know who you help

Who benefits most from your work? What are they struggling with, and what do they hope will feel different?

05 Find your voice

Choose three words for how you want your business to sound and feel. Then name something about your approach or experience that makes your work personal.

06 Bring your message together

Use your answers to finish the sentences below. Keep it specific and conversational.

I help...

Through my work, I help them...

My approach is rooted in...

Make it your own: Read your message aloud. Does it sound like you? Circle the words you want to keep, then choose one place to use it: your bio, website, or next introduction.