

This workbook follows along with the modules of your course. Each section takes you through the process of building your business step by step. We start of with getting really clear about who we are, what we do, and who we do it for. Then, move on to how we serve and attract more clients in a way that aligns with our brand. This is a *process of discovery* that leaves you with a clear direction of how to build the business you want.



module 1 / WHAT IS BRANDING?

When you have a brand you have so much more than *just* a business. You have a blend of who you are with what you do that attracts loyal fans who support you as you grow your business.

brand models / your brand story





YOUR MODEL BRANDS

Taking note of what attracts us to brands is a great way to build that same kind of loyalty and love for our own brand. Name three of your favorites brand and what you love most about them.

Brand One: _____

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Brand Two: _____

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Brand Three: _____

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YOUR BRAND STORY

Our brand story is the *why* behind our business. It's the reason we get up everyday and do what we do, especially when those things are hard. Sharing your brand story, your why, is how you can connect with your ideal clients and build a tribe of supporters just by being yourself. Because, we all want to buy from and support brands we can identify with.

How did you get here? What made you become interested in your product or service?

Who was your first client/customer? What did they buy? How did you feel about making that first sale?

What do you love most about what you do?

What things in your life inspire you or light you up?

What do you love most about running your own business?

How has your business changed since you first started?

What are your dreams, your grandest vision, or your biggest goals for you business?

WRITE YOUR BRAND STORY

A series of horizontal dotted lines for writing.