

# Crafting Your Authentic Brand

*Use this worksheet to define your brand's values, voice, and story. By the end, you'll have the foundation for building an authentic brand that resonates with your audience.*

## Part 1: Discovering Your Core Values

### 1. What are your top three values?

- Value 1: \_\_\_\_\_
- Value 2: \_\_\_\_\_
- Value 3: \_\_\_\_\_

### 2. Why do these values matter to you and your business?

## Part 2: Defining Your Audience

### 1. Who are your ideal customers?

- Age range: \_\_\_\_\_
- Interests: \_\_\_\_\_
- Shared values: \_\_\_\_\_

### 2. What problem does your brand solve for them?

*(Example: Helping people grow beautiful, sustainable gardens without harmful chemicals.)*

## Part 3: Crafting Your Brand Message

### 1. Complete the formula:

- What I do: \_\_\_\_\_
- How I do it: \_\_\_\_\_
- Why it matters: \_\_\_\_\_

**Your Brand Message (combine the above):**

## Part 4: Telling Your Story

### 1. Write a short version of your "why."

### 2. Share one challenge or success story that helps shape your brand:

## Part 5: Bringing It All Together

**1. What three things do you want your audience to feel when interacting with your brand?**

*(Example: Inspired, connected, motivated.)*

- Feeling 1: \_\_\_\_\_
- Feeling 2: \_\_\_\_\_
- Feeling 3: \_\_\_\_\_

**2. How will you show up authentically?**

*(Example: By sharing behind-the-scenes videos, being transparent about mistakes, or engaging directly with my audience.)*

## Part 6: Action Plan

**1. What is one step you can take today to align your brand with your core values?**

**2. What content or story will you share next to connect with your audience?**

**Keep this worksheet handy as you build your brand!** Revisit your answers regularly to ensure your brand stays true to your authentic self.