Brand Clarity Worksheet
What is step 1 to creating a great brand for your business? One that clearly shows what you do and why you do it, speaks to your ideal customer, and helps you bring in business?

Remember, as a small business owner, branding is your most important asset. And, as your most important asset, there is one essential ingredient that is a must—Clarity. To have Brand Clarity you must have laser-like focus at the beginning.

Step 1 is Clarifying your Brand’s Mission—What is your Focus?
Focus on exactly how you want people to see your brand. Think about clarity, because it’s the most overlooked element of brand-building.

Look at your current brand and answer these questions...

Would someone viewing your website understand what you do and why you do it? Does it inspire action? Could they define what you provide in a few words?

Is it clear who you are talking to? What you will do for them? And what their next step should be?

If not, your brand needs clarity.

Brand Clarity (your Focus)
Today’s exercise is about clarity. Using as few words as you can (25 words or less), define your brand. Focus on your brand and do this one thing. That is all. If you need help getting started, go back to my first email in the series, “Bring your brand to life—Step 1” and look at the examples I provided.