Brand Purpose Worksheet
If you’ve completed step 1 you should have a short statement that clarifies your brand’s mission with focus. If you haven’t done this, do yourself a favor, go back to step 1 and complete that worksheet before you work on this one.

Today’s exercise is where you start building something that is not just about your business. It’s about you—what you love, your values, and what excites you. Your Why.

Step 2 is Giving your Brand Purpose—Why are you doing it?
People are way more interested in WHY you are doing what you are doing. They are not as interested in what you do. So, when it comes to branding there is tremendous value in “why?”

It’s where you start to uncover your brand DNA, leaving no question in anyone’s mind about who you are, what you do, and of course, why you do it. This becomes the foundation to developing and telling the story that best represents you and your business.

Cracking the genetic code of your business starts with why. You can create the perception of a great brand, but until people experience it in some way, you’ll see limited success. And if you want people to “experience” your brand, your WHY needs to shine through clearly.

Brand Purpose (your Why)
Today, really drill down to your why. Give your brand purpose by articulating your Why. If you need help getting started, go back to my second email in the series, “Bring your brand to life—Step 2” and look at the examples I provided.