

BRAND CLARITY WORKBOOK

**BUILD THE BUSINESS YOU WERE BORN TO
RUN**

REASN INC.

WELCOME & PURPOSE

YOUR CLARITY JOURNAL STARTS HERE

Your brand identity sets the tone for how people feel when they think of your business it should be connected to your purpose and origin story to serve as a reminder to yourself why you're putting in all the effort of growing a business and also to allow your audience to relate to you.

This workbook will help you define your brand identity, ideal audience, and purpose so you can build a thriving business with confidence.

"Clarity is the bridge between vision and reality."



HEADING

SUBHEADING

BODY

Core Identity

WHO AM I AS A FOUNDER?

Write 3 words that describe your values.

What problem do you feel called to solve?

Mission Statement Drafting box

Fill-in-the-blank

"I help [audience] achieve [transformation] by [how you do it]."

Branding keywords brainstorm space.

Audience Avatar

IDEAL CLIENT SNAPSHOT

Imagine someone seeing your product and feeling it is perfect for them
answer as that person:

Name: _____ Age: _____

Biggest Challenge: _____

Dream Outcome: _____

If my ideal client could wave a magic wand, what would change their life?

Visual & Voice Moodboard

Which 3 colors feel like your brand?

Describe the tone of your brand voice in 5 adjectives (ex: bold, nurturing, witty)."

Consider some themes or imagery that embody the brand voice you have described

Brand Promise & Positioning

What makes my brand different?

Why should clients trust me?

What result can I confidently deliver?

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Congratulations!!

YOU'VE LAID THE FOUNDATION OF YOUR BRAND!
IMAGINE WHAT'S POSSIBLE WHEN YOU TURN THIS
CLARITY INTO A REAL STRATEGY.

Ready to take this further? Enroll in my **Mindset to Millions Business Coaching Program** and transform your clarity into clients.

Thank You!

✉ Contact Us:

We'd love to hear from you! If you have any questions, feedback, or need support, reach out using the details below:

Email: support@reasnus.org

Website: reasnus.org

Instagram: [@reasn2grow](https://www.instagram.com/reasn2grow)

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