

The
CALM CREATIVE



**3-Step Journal
for Discovering a
Personal Brand
that Feels Like
YOU**

Finding

**YOUR
VOICE**

DISCOVER YOUR VOICE

CALMCREATIVE.COM.AU

CHERYL LONG

Welcome TO THE FINDING YOUR VOICE *Journal*

Your voice was created for a unique purpose.

This three-step journal helps you find your voice without forcing yourself into a box. You will gain clarity around your message, the people you can serve, and how to show up online in a way that feels authentic and feels just like you.

This journal is designed to help you find clarity for your personal brand without overwhelm.

Through three simple steps, you will reflect on what matters most to you, define the message you want to share, and take confident steps toward expressing your voice in a way that feels true to who you are.

Rather than follow someone else or a formula. Instead, this space invites you to slow down, reflect honestly, and begin shaping a message that grows from your values, experiences, and purpose.

WHAT IS A PERSONAL BRAND?

A personal brand is how people experience you - what you stand for, how you show up, and how you make others feel.

LET'S DO IT!



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MY STORY

A brief look at my own journey of learning to speak up, show up, and communicate with purpose, even when I was painfully shy

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WHAT YOU'LL GAIN FROM THIS JOURNAL

An overview of how this journal will help you gain clarity in expressing who you are and what you want to share.

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STEP 1: DISCOVER YOUR STRENGTHS AND PASSIONS

You will identify the skills, experiences, and interests that come naturally to you and form the foundation of your voice.

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STEP 2: IDENTIFY WHO YOU CAN HELP

This step helps you clearly understand who you are called to serve and how your experiences can meet real needs.

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STEP 3: DEFINE YOUR UNIQUE BRAND VOICE

You will explore how to communicate in a way that feels authentic, natural, and aligned with who you truly are.

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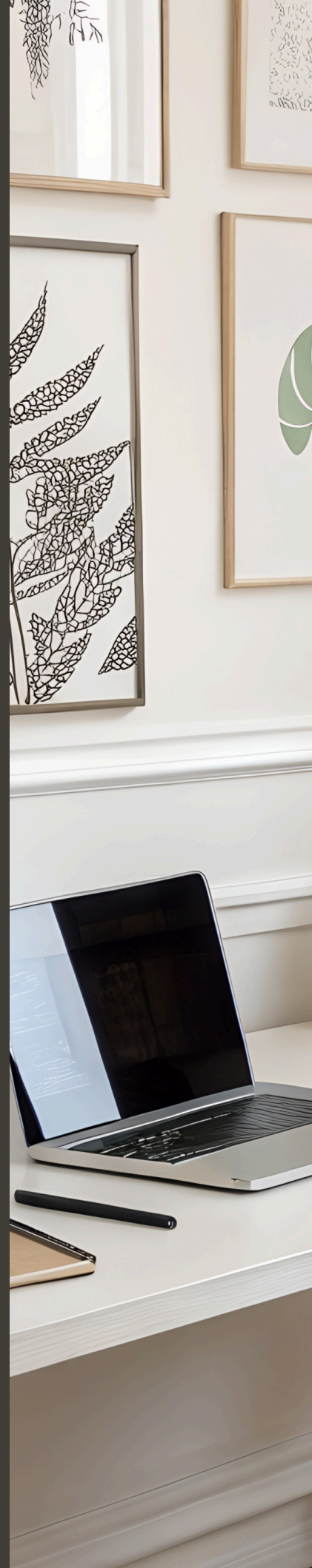
TURN YOUR CLARITY INTO CONTENT THAT CONNECTS

Now it's time to turn that clarity into simple, doable content ideas that feel like you, not a performance.

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YOUR JOURNEY DOESN'T END HERE

A closing reflection to encourage you to keep moving forward, trusting that your voice matters and has value.



My Story



HEY, I'M CHERYL

This is my story from feeling unheard to finding my voice.

Hi, I'm Cheryl Long, and I know what it's like to feel unheard – to have creativity inside you but no idea how to express it.

Born in Singapore, as a third child in a culture where creativity was never valued, I never felt like I was seen, heard or belonged. I grew up painfully shy, escaping into fantasy books to cope.

I later moved to Australia and found meaning and purpose when I became a Christian while in University. I graduated with an Honours in Marketing, and pursued music as a singer-songwriter under the stage name Jade Diary, recording three EPs and an album. But after my marriage ended, full-time work pushed my creativity aside, leaving me lost for more than 10 years in the corporate world of advertising and digital marketing.

Everything changed when I found my place in social media marketing, photography, and design. I realised you don't have to be loud to build a brand – you just have to embrace your strengths.

Now, as Head of Marketing at a College and a Personal Brand Coach, I am happily married to my incredible husband and share my home with a ginger ragdoll cat called Strawberry. I help people just like you build their personal brand and find their voice. If you've ever felt invisible, this journal is for you.

Cheryl xoxo

INSPIRATION

YOUR VOICE
WAS *created*
FOR A UNIQUE
purpose

The
CALM CREATIVE

What you'll gain

FROM THIS WORKBOOK

01

DISCOVER YOUR UNIQUE STRENGTHS & PASSIONS

Gain clarity around the strengths, interests, and experiences that come naturally to you and shape the foundation of your voice.

02

A DEFINED AUDIENCE THAT RESONATES WITH YOUR MESSAGE

Develop a clear sense of who you are best placed to help, so your message connects with the right people in a meaningful way.

03

A UNIQUE BRAND VOICE TO GUIDE YOUR CONTENT

Begin shaping a voice that feels authentic and consistent, helping you communicate with confidence across your content.

04

TURN YOUR CLARITY INTO CONTENT THAT CONNECTS

Once you gain some clarity around your voice, you will come up with some ideas for content that will build connection with your audience.

05

OPPORTUNITY TO CONTINUE ON THE JOURNEY OF FINDING YOUR VOICE

Take the first steps toward ongoing clarity and growth, with options to continue developing your voice beyond this journal.

STEP



NUMBER 1

DISCOVER YOUR STRENGTHS & PASSIONS

DO WHAT
YOU LOVE

**LET'S
DO IT**

What you will learn

Gain clarity around the strengths, interests, and experiences that come naturally to you and shape the foundation of your voice.

Finding Clarity

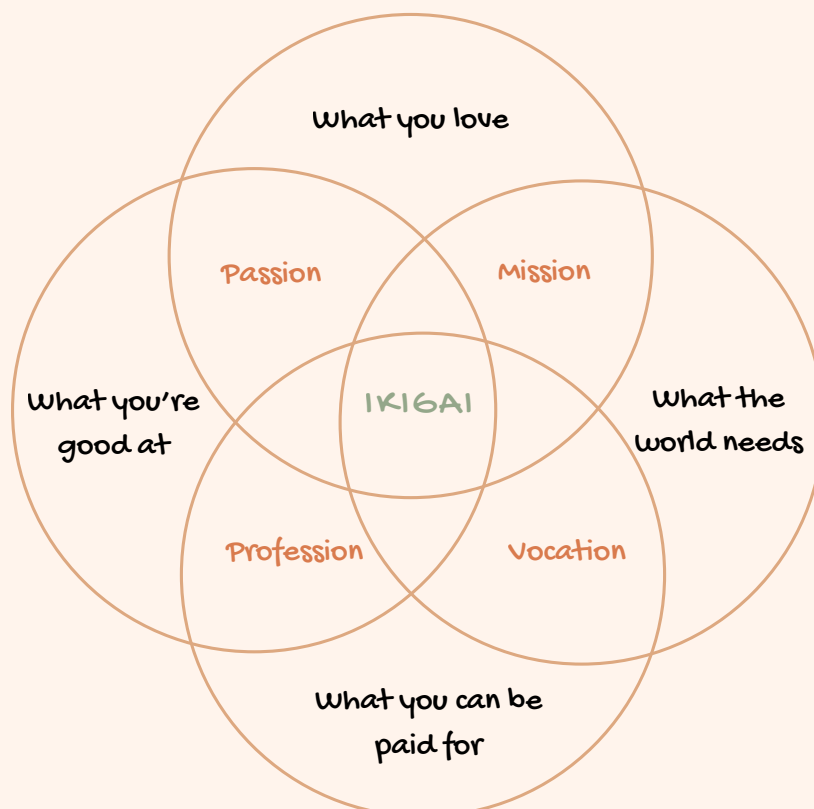
THROUGH IKIGAI

The Japanese concept of Ikigai (pronounced “ee-kee-guy”) means “reason for being”—the intersection of what you love, what you’re good at, what the world needs, and what you can be paid for. It’s a powerful tool for clarifying your strengths and passions, especially if you feel lost or unsure about your direction.

IKIGAI FRAMEWORK:

- What You Love – Your passions and interests
- What You’re Good At – Your natural talents and learned skills
- What the World Needs – Problems you can solve or people you can help
- What You Can Be Paid For – Ways to monetise your strengths

By exploring your Ikigai, you can gain clarity on where your strengths and passions align with opportunities. This can help you find a brand that feels meaningful and sustainable, allowing you to show up confidently and consistently.



Quiet Reflection

What comes naturally to you? What do people ask for your advice on? What topics make you light up when you talk about them?

LIST 5 THINGS YOU LOVE DOING (EVEN IF YOU'RE NOT AN EXPERT YET).

LIST 5 SKILLS YOU HAVE THAT OTHERS APPRECIATE.

HIGHLIGHT THE ONES THAT FEEL MOST ALIGNED WITH YOUR CREATIVE ENERGY.

PRO TIP: COMBINE WHAT YOU LOVE WITH WHAT PEOPLE NEED!



CHAPTER



NUMBER 2

IDENTIFY WHO YOU CAN HELP

DEFINE YOUR
AUDIENCE

**LET'S
DO IT**

What you will learn

Develop a clear sense of who you are best placed to help, so your message connects with the right people in a meaningful way.

Identify Who YOU CAN HELP



In the previous chapter, you reflected on what energises you and what comes naturally to you. This step invites you to gently turn your focus outward and consider the *people* who might benefit most from what you already carry.

One helpful way to approach this is to think about the person you were five or ten years ago.

Often, the people we are best placed to help are those whose challenges feel familiar. They may be walking a path you have already travelled, or one you are currently navigating. This shared understanding creates connection.

What questions were you asking at that time?
What challenges felt heavy or confusing?
What do you wish you had understood sooner?

Often, the people we are best placed to help are those who are walking a path we recognise. They may be facing decisions, doubts, or transitions that feel familiar because you have already navigated them, or are still learning through them now.

This does not mean you need to have everything figured out. It simply means you have perspective. Shared experience creates connection, and clarity grows from honesty rather than expertise.

FOCUS ON UNDERSTANDING THE PERSON YOU CAN HELP

Instead of defining people by age, gender, job title, or location, consider:

- The season of life they are in
- The questions they are quietly asking
- The kind of encouragement or guidance you once needed yourself

This allows your message to stay open and adaptable as you grow.

Quiet Reflection

Your audience isn't everyone - it's the people who need what you offer and who will connect with you the most. Let's find them!

WHO WAS I FIVE OR TEN YEARS AGO?

WHAT WAS I STRUGGLING WITH OR SEARCHING FOR AT THAT TIME?

WHAT DO I NOW UNDERSTAND THAT COULD HAVE HELPED ME THEN?

PRO TIP: YOUR KNOWLEDGE & EXPERIENCE IS MORE VALUABLE TO OTHERS THAN YOU REALISE!



CHAPTER



NUMBER 3

DEFINE YOUR UNIQUE PERSONAL BRAND VOICE

BE YOURSELF

**LET'S
DO IT**

What you will learn

Begin shaping a voice that feels authentic and consistent, helping you communicate with confidence across your content.

Define your Unique **PERSONAL BRAND VOICE**

We first looked at your unique strengths and passions, then spent time thinking about a defined audience that resonates with your message. Now, we bring this together by shaping a unique brand voice and personality to guide your content.

Your brand personality is the tone and energy behind your words. It might be calm, thoughtful, warm, reflective, or quietly confident. It does not need to be loud or bold to be effective.

When your voice and personality are aligned, showing up feels more natural, and the right people are more likely to connect with you.

AUTHENTICITY BEATS POLISH EVERY SINGLE TIME

Your personal brand voice should feel like you, not forced or copied from others. When you show up as yourself, people feel the energy - and that is what draws them in.

If you feel a little nervous before posting, there is a good chance you are being authentic.

That hesitation often means you are sharing something real, not perfectly polished.

People are looking for the real you, not perfection.

They want honesty, behind-the-scenes moments, and the messy middle.

When you allow yourself to show up as you are - even when it feels uncomfortable - you build trust. Your voice already exists. This is not about creating something new, but about giving yourself permission to let it come through.

Quiet Reflection

While you are figuring out your unique brand voice, it is helpful to note other creators you admire. The aim is not to copy them. Ask yourself, 'what about their approach resonates with me in their tone, in their storytelling?' By studying others you learn what resonates with you so you can show up as yourself.

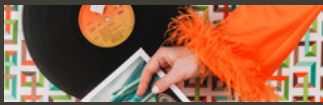
LIST 5 ACCOUNTS OF CREATORS YOU ADMIRE

WRITE DOWN THREE WORDS THAT DESCRIBE YOUR PERSONALITY AND BRAND VIBE (EG. CALMING, EMPOWERING, COMFORTING, QUIRKY, MYSTERIOUS)

HOW DO YOU WANT PEOPLE TO FEEL WHEN THEY SEE YOUR CONTENT?



INSPIRATION



YOUR AUTHENTICITY,

Creativity **AND UNIQUE** *Voice*

ARE WHAT WILL DRAW

PEOPLE TO YOU



The
CALM CREATIVE

Turn your Clarity



INTO CONTENT THAT CONNECTS

You've reflected on your strengths, the people you can help, and the way you want to show up online. Now it's time to turn that clarity into simple, doable content ideas that feel like you, not a performance.

This page is not about being perfect or strategic. It is about beginning. Let your ideas be imperfect, honest, and human. You can always refine later.

STEP 1: START WITH YOUR STORY

Think back to the reflections you've already written in this journal.

- A moment when you felt alone and couldn't see a way through your problem, and what you wished someone had told you
- A lesson you learned the hard way that could save someone else time or pain
- A belief you hold that goes against what "everyone else" seems to be saying (holding a different belief helps build connection through authenticity and attracts your real audience)

You can turn each of these into a post, a story, or a short video where you speak from the heart.

STEP 2: SPEAK TO THE PERSON YOU CAN HELP

Think about the version of you from five or ten years ago. What were you searching for? What did you need to hear?

- A simple encouragement for someone who feels behind
- One mistake you used to make that they might be making now
- One thing you wish you had understood sooner about your gifts, voice, or calling

Each idea can become a post where you speak directly to that person with kindness and clarity.

WHEN YOU TURN TO THE NEXT PAGE, YOU WILL HAVE SPACE TO WRITE DOWN YOUR IDEAS. I'M EXCITED FOR YOU!

Your journey doesn't end here ...

LET ME HELP YOU

Creating content can feel overwhelming when you're just starting, but you're not alone. I can help you grow your personal brand.

Whether you're looking to master content creation, get clearer about your unique personal brand, or explore the art of storytelling, I can help you.

BOOK A DISCOVERY CALL

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 calmcreative.com.au

 hello@calmcreative.com.au

**LET'S
DO IT**



STAY IN TOUCH

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INSPIRATION



**STAY FOCUSED
ON YOUR OWN
unique JOURNEY
AND CELEBRATE
YOUR *progress***



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