



THE ART OF
CONTAINING
MULTITUDES

Discover Your Brand's
Center of Gravity

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WHEN YOUR BRAND CONTAINS MULTITUDES...

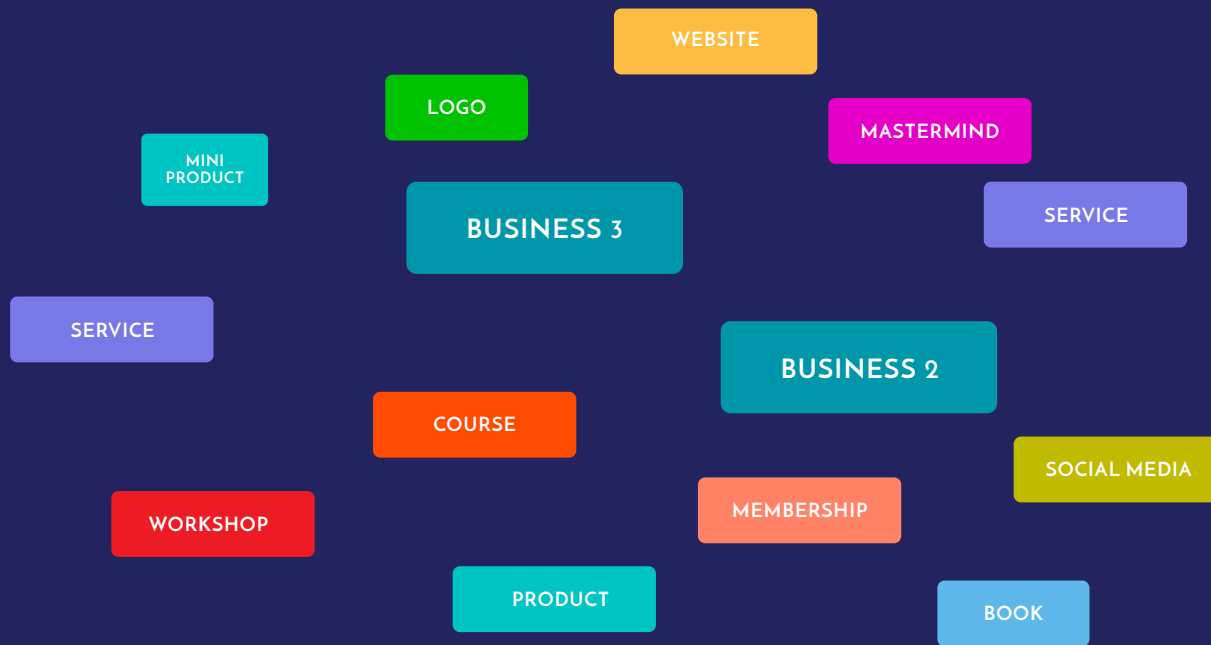
If you've ever been told to "pick just one thing" despite having multiple interests and offerings, this workbook is for you.

You don't need to choose between your passions. You need to discover the invisible force that's already connecting them: your **Center of Gravity**.

This workbook will guide you through a process of uncovering this gravitational center—the force that naturally unifies your diverse interests and offerings into a cohesive Brand Universe.

In just 30-45 minutes, you'll identify the central force that brings harmony to your multifaceted business and helps others understand how all your diverse interests fit together.

Let's begin.



The Problem: Brand Chaos

Before we dive into finding your center, let's identify if you're experiencing the common challenge of **Brand Chaos**.

Check all that apply to your business:

- I struggle to explain what I do in a concise, clear way
- People seem confused when I tell them about all my offerings
- I feel scattered across multiple projects or services
- My marketing feels disjointed or inconsistent
- I worry about appearing unfocused or unprofessional
- I've been told I should "just pick one thing"
- My website doesn't clearly show how my offerings connect
- I feel pulled in different directions by my various interests

If you checked 3 or more boxes, you're likely experiencing Brand Chaos – the friction and confusion that occurs when your multiple passions and offerings lack a unifying center.

The good news? You don't need to abandon any of your interests. You simply need to discover the **Center of Gravity** that's already connecting them.

Ready to begin?

What Makes a Strong Center of Gravity?

Before you begin your discovery process, let's clarify what you're looking for. Your Center of Gravity isn't just a mission statement or tagline—it's the invisible force that naturally unifies all your diverse interests and offerings.

A Strong Center of Gravity Is:

1. A Unifying Force, Not a Category

Weak: "I help people with wellness"

Strong: "I help busy professionals integrate small, sustainable wellbeing practices into their daily routines"

2. An Approach or Perspective, Not Just a What

Weak: "I do graphic design and web development"

Strong: "I translate complex brand identities into visually coherent digital experiences"

3. Unique to You, Not Generic to Your Industry

Weak: "I help businesses grow through marketing"

Strong: "I help established businesses reclaim their original spark through story-driven marketing that honors their founding purpose"

4. Clear Enough to Guide Decisions

Weak: "I help people transform"

Strong: "I guide creative professionals through life transitions using artistic expression as a navigation tool"

5. Naturally Present Across All Your Work

It doesn't have to be intentionally inserted—it's already there

You recognize it as "that thing I always end up talking about"

Others have noticed it even when you haven't named it

Examples From Different Industries

Wellness Professional:

“Creating sustainable wellbeing routines that honor both ambition and rest for high-achieving professionals”

Financial Advisor:

“Empowering first-generation wealth builders to create financial security while staying aligned with their cultural values”

Creative Consultant:

“Helping established brands rediscover their original creative courage through intentional experimentation and meaningful storytelling”

Educational Company:

“Making complex concepts accessible through visual learning experiences that prioritize curiosity over memorization”

Tech Consultant:

“Building human-centered technology systems that adapt to how people actually work rather than forcing behavioral change”

Center of Gravity: Black Holes To Avoid

Too Broad: A center that could apply to anyone in your industry lacks gravitational pull

Example: “Helping people live better lives”

Too Tactical: Focusing on methods rather than the underlying purpose creates a weak center

Example: “Using email marketing, social media, and SEO to grow businesses”

Audience-Only Focus: Merely naming who you serve doesn’t explain your unique approach

Example: “Working with small business owners”

Too Aspirational: Centers that don’t reflect what you actually do lack authenticity

Example: Claiming a center around “revolutionary innovation” when your work is actually about thoughtful refinement

Multiple Unconnected Centers: Having separate explanations for different offerings indicates you haven’t found your true center yet

Before and After:

Center of Gravity Transformations

Example 1: The Creative Entrepreneur

Before: “I’m a graphic designer, I teach design courses, and I have a podcast about creativity.”

Center of Gravity: “I help people translate their unique perspective into visual communication that resonates with their ideal audience.”

After: “I help people translate their unique perspective into visual communication that resonates with their ideal audience. I do this through custom design services for established businesses, online courses for emerging creatives, and a podcast exploring the connection between personal voice and visual expression.”

Example 2: The Wellness Provider

Before: “I offer yoga classes, nutritional consulting, and wellness workshops.”

Center of Gravity: “I guide busy professionals in creating sustainable self-care practices that work within their actual lives rather than requiring major lifestyle overhauls.”

After: “I guide busy professionals in creating sustainable self-care practices that work within their actual lives rather than requiring major lifestyle overhauls. My yoga classes focus on realistic daily routines, my nutritional consulting emphasizes gradual shifts over radical diets, and my corporate workshops help organizations build wellbeing into their existing workflows.”

The “Aha” Moment

You’ll know you’ve found your true Center of Gravity when:

- It creates an immediate “that’s it!” feeling
- It explains connections you hadn’t consciously realized
- It makes explaining your diverse work suddenly easier
- It feels both completely true and slightly challenging
- It energizes rather than constrains you

Your Center of Gravity has always been there—you just need to uncover it.

Now, let’s begin the discovery process.



**FINDING
YOUR CENTER
ACTIVITIES**

1

Step 1: Make Your Multitudes Visible

Begin by listing all the diverse elements of your business universe.

I strongly recommend pulling out a notebook or opening a new file so you have as much space as you need.

List all your current offerings, projects, or business divisions:

Now, list interests or offerings you'd like to add in the future:

For outside observers, these elements might seem scattered or disconnected. But you know there's a deeper connection—a gravitational force holding everything together.

In the next sections, we'll uncover that force.

2

Step 2: Three Approaches to Finding Your Center

Activity #1: The Unifying Thread

Your Center of Gravity is the invisible force that naturally connects everything you do. Let's begin uncovering it by identifying the consistent threads across your work.

For each offering you listed, answer these questions:

Offering Title	
What problem does this solve?	What approach do I bring to this?
What transformation does it create?	What feels most important about this?

Continue with additional offerings, and work through the list you made in your Multiple Passions Inventory in Step 1.

Review your answers and:

- Highlight words and phrases that appear multiple times.
- Underline any synonyms or themes that you see again and again.
- What patterns do you notice?
- What consistent elements show up across different offerings?

These recurring elements are clues to your Center of Gravity.

Three Approaches to Finding Your Center

Activity #2: The Natural Pull

Your Center of Gravity is something you naturally gravitate toward, even when you try to move in other directions. Let's explore this magnetic pull.

Answer these questions:

What aspects of your work do you find yourself returning to again and again, even when you try to focus elsewhere?

What do you find yourself talking about most passionately, even in casual conversations?

What approaches or perspectives do you naturally bring to your work, even when not consciously trying to?

What feedback do you consistently receive across different projects or offerings?

What would feel wrong to remove from any of your offerings, regardless of format?

- Highlight words and phrases that appear multiple times.
- Underline any synonyms or themes that you see again and again.

These gravitational pulls are additional clues to your Center of Gravity.

Three Approaches to Finding Your Center

Activity #3: The Connecting Force

When you feel scattered across projects or when explaining your work to others, what creates coherence?

Answer these questions:

When someone asks how all your different interests fit together, how do you respond?

When you feel pulled in different directions by your various projects, what thought helps you feel centered again?

If you had to describe what ties all your work together in just three words, what would they be?

These connecting forces are further clues to your Center of Gravity.

3

Step 3: Synthesizing Your Center of Gravity

Finding the commonalities

Review the patterns, threads, and forces you've identified in the previous exercises. List the key words and themes that appeared most frequently:

Now, craft your Center of Gravity statement using this framework:

The gravitational force that naturally unifies everything in my business is:

Don't worry about getting it perfect on the first try.

We'll refine it next.

4

Step 4: Testing Your Center's Strength

And refine as needed

Rate your Center of Gravity statement on each of these dimensions from 1-5 (5 being strongest):

____ **Encompassing:** It naturally includes ALL your current offerings without forcing connections

____ **Uniqueness:** It distinguishes you from others in your field (it's not generic)

____ **Resonance:** It creates an emotional response when you share it

____ **Clarity:** Someone unfamiliar with your work would immediately understand it

____ **Decision Power:** It helps you determine what opportunities to pursue or decline

Total Score: ____

If your total is less than 20, let's refine your statement:

- If it lacks encompassing power, how could you make it more inclusive of all your work?
- If it lacks uniqueness, what specific approach or perspective could you add?
- If it lacks emotional resonance, what words would create more energy?
- If it lacks clarity, how could you make it more concrete and understandable?
- If it lacks decision power, how could you make it more specific?

Your Refined Center of Gravity:



Putting Your Center Into Action:

The Quick-Start Guide

Now that you've discovered your Center of Gravity, here are three immediate ways to put it into action:

1. Create Your Gravity-Centered Introduction

Transform how you introduce yourself by leading with your center:

"Hi, I'm [YOUR NAME]. I [YOUR CENTER OF GRAVITY]. I do this through [BRIEFLY LIST YOUR KEY OFFERINGS]."

Write your gravity-centered introduction here:

2. Test With a Current Decision

Choose a current opportunity or new direction you're considering:

How strongly does it align with your Center of Gravity? (1-5): _____

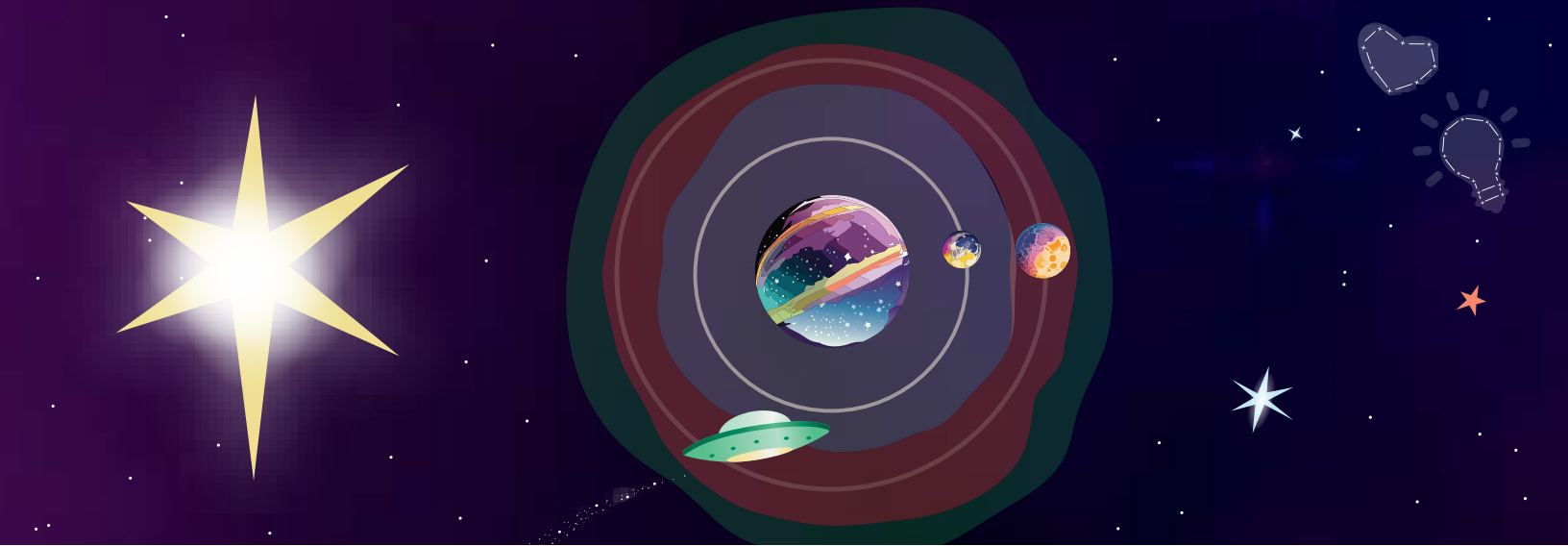
What would make it align more closely?

3. Realign One Marketing Element

Choose one element of your marketing to realign with your center:

- Website home page
- Social media bio
- Email signature
- Service descriptions
- Other: _____

How will you update this element to reflect your Center of Gravity?



From Center To Universe

Discovering your Center of Gravity is the crucial first step in building a cohesive Brand Universe. This gravitational core creates the natural pull that holds all your diverse offerings in harmonious orbit. But your center is just the beginning—it's the foundation upon which your entire Brand Universe takes form.

In this chapter, we'll briefly explore how your Center of Gravity influences the development of your complete Brand Universe, and outline the next steps in your journey from scattered multitudes to aligned cosmic system.

The Brand Universe Framework

Your Brand Universe is a comprehensive framework that organizes all aspects of your multifaceted business around your gravitational center. Understanding this framework helps you see how everything connects—from your core purpose to your visual identity to your client experience.

Here's a brief overview of the complete Brand Universe framework:

1. Your Inner Solar System

At the core of your Brand Universe is your inner solar system:

- **Your Sun (Center of Gravity):** The central purpose that creates gravitational pull
- **Your Planet (Main Business):** Your primary identity and approach
- **Your Moons (Offerings):** The various services, products, or programs you provide
- **Your Landscape (Differentiators):** The unique elements that distinguish your approach

Everything in your inner solar system orbits around your Center of Gravity, creating a cohesive core structure for your business.

2. Your Atmosphere

Surrounding your inner solar system is your brand atmosphere—the experience you create:

- **Inner Field (Vibes):** The feeling and energy your brand creates
- **Middle Field (Personality):** The character and traits your brand expresses
- **Outer Field (Voice):** The communication style and language you use

Your atmosphere creates a distinctive environment that makes your Brand Universe immediately recognizable, even as the specific elements within it evolve.

3. Your Cosmic Neighborhood

Your Brand Universe exists within a larger cosmic context:

- **Your Coordinates (Market Position):** Where you're located in the broader industry
- **Your Visitors (Ideal Clients):** The people naturally drawn to your universe
- **Your Orbit Paths (Client Journey):** The routes visitors take to reach and navigate your universe
- **Your North Star (Vision):** The guiding vision that directs your evolution

Understanding these external elements helps you position your Brand Universe effectively within your market.

4. Your Visual Constellations

The visual elements that make your Brand Universe visible to others:

- **Your Supernova (Logo):** The central visual identifier of your brand
- **Your Stars (Design Elements):** Colors, typography, patterns, and imagery
- **Your Constellations (Marketing Materials):** How these elements combine in various contexts

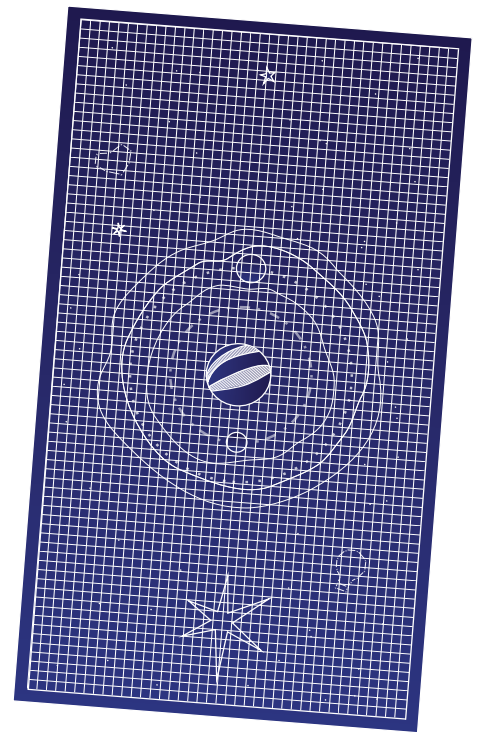
Your visual constellations serve as navigation guides, helping visitors recognize and understand your Brand Universe.

Visualize Your Brand Universe

A powerful way to understand how your Center of Gravity unifies your diverse offerings is to create a visual map.

On the blank space below, sketch your Brand Universe:

- Draw a sun or circle in the center—this represents your Center of Gravity
- Draw your main business identity as a planet orbiting this sun
- Add your various offerings as moons orbiting your planet
- Use size and proximity to indicate importance and relationships



This visual map helps you see how everything in your business connects to your central gravitational force.

The Brand Gravity Cycle

Building and maintaining a powerful Brand Universe follows a cycle of five core activities, all centered around your gravitational core:



1 Clarity

Making all your multitudes easy to understand through:

- Defining your center purpose (which you've now accomplished!)
- Mapping relationships between all elements
- Establishing decision frameworks

2 Craft

Designing elements that communicate your essence through:

- Creating visual identity that works across all multitudes
- Developing messaging that reinforces your center
- Building templates for consistent application

3 Curation

Thoughtfully selecting what to share through:

- Developing content that highlights connections
- Creating assets that work across all multitudes
- Building a cohesive portfolio

4 Consistency

Ensuring alignment everywhere through:

- Documenting brand standards
- Training team members
- Creating templates for common materials

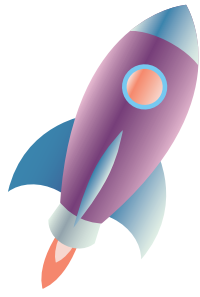
5 Cultivation

Growing intentionally through:

- Integrating new elements systematically
- Evolving your brand without losing coherence

- Nurturing relationships across your ecosystem

This cycle isn't linear—it's an ongoing process of maintaining alignment as your Brand Universe grows and evolves.



Your Next Steps

Discovering your Center of Gravity is the crucial first step in building a cohesive Brand Universe where all your diverse interests work together in harmony.

As you begin implementing your center, you might want to explore:

- How to communicate your Center of Gravity in all your marketing
- How to make decisions using your center as a guide
- How to visually express your center through design
- How to align your website architecture with your center
- How to create content that reinforces your gravitational pull

Continue Your Brand Universe Journey

Ready to build your complete Brand Universe around your newly discovered center?

Explore Your Brand Universe Workbook

A comprehensive journal for mapping every element of your brand universe from core purpose to visual expression.

Map Your Brand Universe Course

A guided program that takes you step-by-step through building your complete Brand Universe with templates and personalized feedback.

Brand Universe Strategy Consultation

One-on-one guidance for implementing your Center of Gravity across your business.

Visit skywardink.com to learn more about these resources.

YOUR BRAND UNIVERSE AWAITS



About the Author

Erin Stratton is the founder of Skyward Ink Design Co., where she helps multipassionate entrepreneurs build cohesive Brand Universes that naturally attract their ideal clients.

With a background combining architecture and graphic design, Erin specializes in creating clear systems that make brands work as beautifully as they look. Her Brand Universe framework helps clients transform what might seem like scattered interests into harmonious, magnetic brand systems.

Connect with Erin at hello@skywardink.com or visit skywardink.com.

Final Thought

Your multiple passions aren't a liability—they're your greatest strength. Your Center of Gravity transforms what might have been scattered chaos into harmonious, magnetic alignment. From this center, your entire Brand Universe takes form, creating natural attraction that draws the right people to your unique corner of the business galaxy. You contain multitudes, and when aligned with your center, those multitudes become your superpower.