

Content Series

LAB
WORKBOOK

The Identity Decode: Discovering Your
Brand Archetype

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The Brand Signature LAB Workbook

OBJECTIVE: To decode your brand's archetype, uncover the purpose behind your future Signature Series, and brainstorm concept directions that align with your brand's identity, tone, and long-term vision.

Case File Introduction

Welcome to the investigation.

In this workbook, you'll step into the role of a brand detective - examining your identity, motives, and emotional fingerprint. Your goal is to uncover the character behind your content: who your brand truly is, what it stands for, and why your audience should care.

By the end of this case file, you won't just know your archetype – you'll have a stack of clues pointing toward your future Signature Series: its purpose, its emotional pull, and its creative direction.



Remember, you're not naming your series yet.
This week is about discovery, not definition.

SECTION I: YOUR BRAND'S CORE PERSONALITY



If your brand were a person walking into a room, how would others describe their vibe in three words?



What energy do you naturally bring into your content - inspiring, nurturing, rebellious, intellectual, playful, emotional?



When people think of your brand, what do you want them to feel instantly?



What values are non-negotiable in everything you create (freedom, power, love, truth, excellence...)?



What kind of legacy or emotional imprint do you want to leave with your audience?

SECTION 2: YOUR BRAND'S MOTIVATION & MISSION



What drives you to create - to change, teach, connect, entertain, or lead?



Do you thrive on solving problems, creating beauty, guiding transformation, or challenging norms?



When you post content, what outcome excites you most?

- Inspire action
- Teach something new
- Make people feel seen
- Challenge how people think

Your answer hints at whether you're a Hero, Sage, Caregiver, or Rebel.

SECTION 1: YOUR STORYTELLING VOICE

10

When you write or speak, what tone feels most natural - motivational, grounded, witty, sensual, or thought-provoking?

11

Which of these statements feels more “you”?

- “Let’s break this down logically.”
- “Let’s do this together!”
- “Let’s shake things up!”
- “Let’s explore and see what happens.”
- “Let’s make this beautiful.”

12

What type of stories do you share most often - personal transformation, client wins, or universal lessons?

13

How do you handle vulnerability in your content - lead with it, sprinkle it, or protect it?

SECTION 4: YOUR AUDIENCE RELATIONSHIP



14 What role do you naturally play for your audience?

- Mentor / Guide
- Motivator / Leader
- Best Friend / Relatable
- Disruptor / Truth-Teller
- Nurtured / Supporter



15 What kind of content gets the most engagement from your audience - educational, emotional, entertaining, or controversial?



16 When clients describe working with you, what words do they repeat most?



17 If your content were a movie genre, what would it be - documentary, adventure, rom-com, revolution film, or fantasy?



How do you want your audience to evolve after consuming your content?

SECTION 5: BRAND BEHAVIOR & DECISION PATTERNS



When things don't go to plan, do you:

- Take charge
- Reflect and find meaning
- Stay optimistic
- Shake up the system



Do you make decisions from:

- Logic
- Intuition
- Emotion
- Impact



What frustrates you most?

- Excuses or weakness (Hero/Rebel)
- Lack of logic (Sage)
- Chaos (Ruler)
- Coldness (lover)
- Lack of originality (Creator)

SECTION 6: PATTERN RECOGNITION



What emotional tone appears most often (courage, curiosity, compassion, creativity, others)?



If you had to pick two archetypes that describe your brand best, what would they be?

Primary Archetype:

Secondary Archetype:



What do you want your audience to say about your brand in one sentence?



What emotion or archetype do you want to grow into next?

SECTION 7: DEFINE YOUR SIGNATURE SERIES BLUEPRINT

Now that you know who you are, let's decide what you're creating.
Use your archetype as your compass.

use the questions below to brainstorm

CATEGORY	QUESTIONS
Purpose	Why does this series exist? (Authority, visibility, connection, conversions?)
Concept	What's the recurring storyline or theme?
Format	Reel, carousel, long-form video
Frequency	Weekly, twice a week, seasonal?
CTA Goal	What action do you want people to take?
Series Name	What's a potential name of your Signature Series?

CATEGORY	SPACE TO BRAIN DUMP
Purpose	
Concept	
Format	
Frequency	
CTA Goal	
Series Name	

FINAL STEP: YOUR CASE SUMMARY

Use one sentence to summarize your findings:

My brand embodies the energy of a _____ who helps
people _____ through _____.

