

FREE 5-DAY VISIBILITY WORKSHOP

FROM INVISIBLE TO UNFORGETTABLE

DAY 1 WORKBOOK

Creative Image Blueprint

Build a Professional, Distinctive, and Memorable Image as an Artist or Author

YOUR DAY 1 RESULT

By completing this workbook, you will define the foundation of a creative image that helps people recognize you, remember you, connect with your work, and take the next step.

This workbook belongs to:

Date:

How to Use This Workbook

Watch the complete Day 1 video first. Then return to this workbook and complete each exercise at your own pace.

REMEMBER

You do not need perfect answers. Your goal is to create a clear starting point that reflects who you are today. You can refine it as your creative career evolves.

Your process

- [] Watch the complete Day 1 lesson.
- [] Complete Exercises 1 through 8 in order.
- [] Use short, honest answers instead of trying to sound impressive.
- [] Review your website or one social media profile.
- [] Choose one improvement you can apply immediately.

Before you begin

Think of this workbook as a bridge between your creative identity and the people you want to reach. Your visual image should not hide or change who you are. It should make the value and personality of your work easier to understand.

At the end, transfer your strongest answers to the one-page Creative Image Blueprint summary.

EXERCISE 1

Define What You Create

Give people one clear starting point for understanding your creative work.

SIMPLE FORMULA

I am an artist or author who creates _____.

Artist example: I create emotional landscapes inspired by nature, movement, and memory.

Author example: I write inspiring stories for women beginning a new chapter in their lives.

1. I am an artist or author who creates...

2. The subjects, themes, or ideas that appear most often in my work are...

3. The work I most want people to discover today is...

EXERCISE 2

Discover What Makes You Distinctive

Your distinctive image comes from your particular combination of story, perspective, process, and emotion.

1. What inspires my work?

2. What experiences, places, people, or ideas have influenced my creative journey?

3. What makes my perspective or creative process personal?

4. What do I want people to feel when they experience my work?

My distinctive difference in one sentence:

EXERCISE 3

Identify the Audience You Want to Attract

A clear image helps the right people recognize that your work is meaningful to them.

Who do you most want to reach? Check the most relevant choices and add your own.

☐ Collectors	☐ Readers
☐ Gallery owners	☐ Publishers
☐ Interior designers	☐ Event organizers
☐ Art lovers	☐ Media professionals
☐ Other: _____	☐ Other: _____

1. My primary audience is...

2. What is this person looking for, feeling, or hoping to experience?

3. Complete the sentence: My work is for people who...

EXERCISE 4

Choose Your Creative Personality

Select the three words that describe how you want people to experience your creative world.

☐ Elegant	☐ Bold	☐ Warm	☐ Modern
☐ Mysterious	☐ Spiritual	☐ Natural	☐ Luxurious
☐ Playful	☐ Educational	☐ Emotional	☐ Timeless
☐ Minimal	☐ Colorful	☐ Authentic	☐ Innovative

My three creative personality words:

1.

2.

3.

Why do these words represent me and my work?

EXERCISE 5

Create Your Color Palette

Choose a limited palette that supports your creative personality and frames your work without competing with it.

ROLE	COLOR / HEX CODE	WHY IT FITS MY IMAGE
Main color	Name: _____ Hex: # _____	_____ _____
Supporting color	Name: _____ Hex: # _____	_____ _____
Light neutral	Name: _____ Hex: # _____	_____ _____
Dark neutral	Name: _____ Hex: # _____	_____ _____
Accent color	Name: _____ Hex: # _____	_____ _____

What emotions should my color palette communicate?

QUICK TEST

Place your colors beside one artwork or your book cover. Do they support the work, or do they compete with it?

EXERCISE 6

Choose Your Fonts and Photographic Style

Create a simple visual system that can be repeated across your website, social media, videos, and emails.

My title font:

My paragraph font:

My photographic style should feel:

- ☐ Bright and clean
- ☐ Dark and dramatic
- ☐ Natural and candid
- ☐ Elegant and editorial
- ☐ Colorful and expressive
- ☐ Minimal and modern
- ☐ Other: _____

The types of photographs I will use:

- ☐ Professional portraits
- ☐ Studio or writing-space photographs
- ☐ Creative-process images
- ☐ Artwork or book details
- ☐ Exhibitions, readings, or events
- ☐ Places connected to my inspiration
- ☐ Lifestyle images that support my story

Describe the atmosphere that should connect all your photographs:

EXERCISE 7

Write Your Creative Brand Statement

Bring together who you are, what you create, your audience, and the experience your work provides.

BRAND STATEMENT FORMULA

I am a [type of artist or author] who creates [type of work] for [audience], helping them experience [emotion, benefit, or transformation].

Artist example:

I am a contemporary artist who creates atmospheric landscapes for collectors who want to bring emotion, movement, and a sense of peace into their homes.

Author example:

I am an inspirational author who writes practical books for women who want to rebuild their confidence and create a new chapter in their lives.

I am a...

Who creates...

For...

Helping them experience...

My complete creative brand statement:

EXERCISE 8

Review Your Current Visibility

Evaluate one public place where people discover you today: your website or one social media profile.

Page or profile reviewed: _____

- ☐ My name is easy to find and consistent.
- ☐ A new visitor can quickly understand what I create.
- ☐ My profile photograph or visual identity looks professional.
- ☐ My colors and fonts feel consistent.
- ☐ My photographs belong to the same creative story.
- ☐ My biography explains who I am and who my work is for.
- ☐ My work is presented clearly and attractively.
- ☐ There is one obvious next step: follow, subscribe, contact, or buy.
- ☐ The page reflects who I am today.

What is already working well?

What feels unclear, inconsistent, or outdated?

Choose One Immediate Improvement

One clear improvement completed today is more valuable than a long list with no action.

Choose one action:

- ☐ Update my profile photograph
- ☐ Rewrite my biography
- ☐ Clarify what I create
- ☐ Simplify my colors
- ☐ Use more consistent fonts
- ☐ Improve my website introduction
- ☐ Add a clear call to action
- ☐ Other: _____

The improvement I will complete:

Where I will make this change:

My completion date:

What I want this change to help people understand, feel, or do:

DAY 1 COMMITMENT

I will complete one visible improvement before beginning Day 2.

My One-Page Creative Image Blueprint

Transfer your strongest answers here. Keep this page beside you whenever you create content or make visual decisions.

WHAT I CREATE

MY PRIMARY AUDIENCE

MY DISTINCTIVE DIFFERENCE

THE EMOTION I CREATE

MY 3 PERSONALITY WORDS

MY COLORS

MY TITLE + BODY FONTS

MY PHOTOGRAPHIC STYLE

MY BRAND STATEMENT

Before You Continue to Day 2

Complete the workbook, make one visible improvement, and keep your Creative Image Blueprint available for the next lesson.

FINAL REMINDER

A professional image does not change who you are. It helps the right people understand who you are.

Day 1 completion checklist

- ☐ I completed Exercises 1 through 8.
- ☐ I finished my one-page Creative Image Blueprint.
- ☐ I reviewed my website or one social profile.
- ☐ I selected one immediate improvement.
- ☐ I completed or scheduled that improvement.
- ☐ I am ready to begin Day 2.

Your talent deserves more than a few seconds of attention.

It deserves to be recognized, remembered, and valued.

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Day 1 - Creative Image Blueprint Workbook