



Q U E S T I O N

O I

WHAT DO YOU DO?

As Donald Miller says, "When you confuse, you lose."

Therefore, the goal of the following questions is to give you an opportunity to reflect on the answer to this important question.

Being able to answer this question clearly is the first step in telling your brand story.

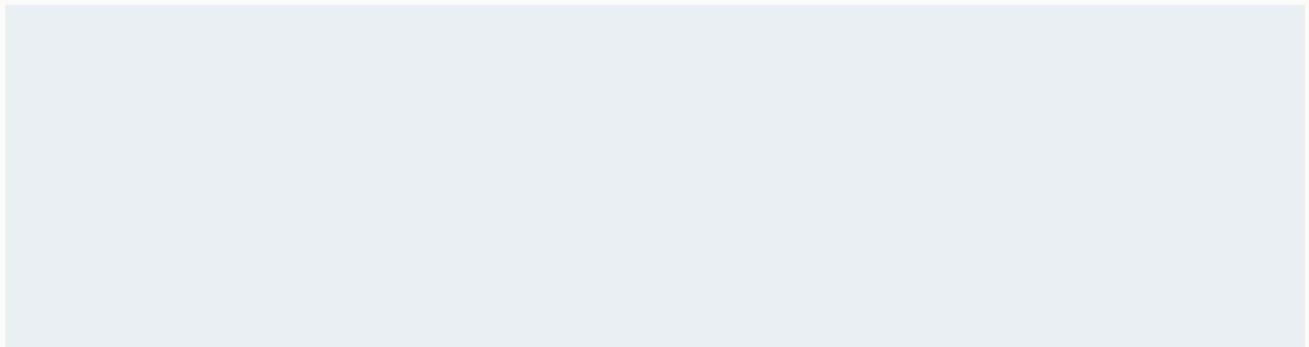
QUESTION ONE
CLARITY QUESTIONNAIRE

- 01 -

WHAT DO YOU DO?

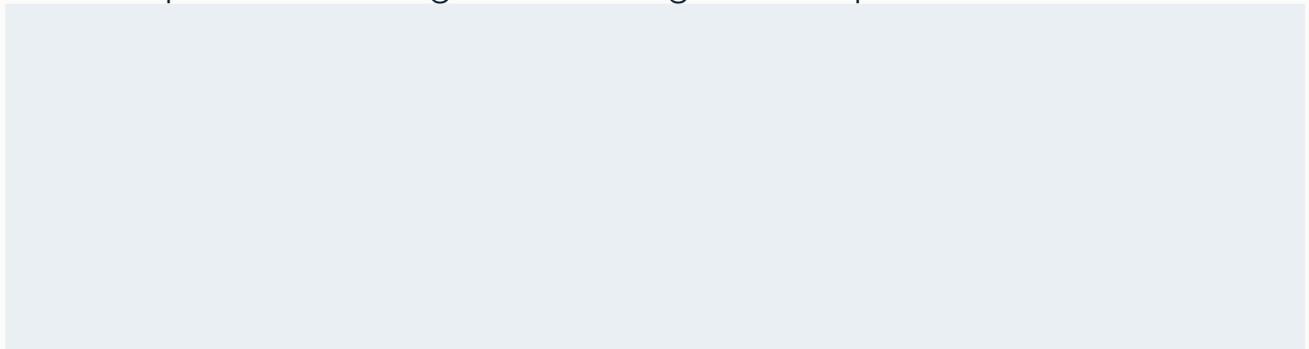
Take your time answering these questions and don't overthink them or worry too much about writing the perfect answer. Instead, let your personality and unique voice shine through. Your authenticity is what sets your brand apart from all the others! Go with your gut instinct!

What is your business or brand name? It can be your name!



What business category is your brand in?

For example: art, coaching, interior design, tea shop, etc.



QUESTION ONE
CLARITY QUESTIONNAIRE

WHAT DO YOU DO?

Fill in the blank. I am the go-to expert for _____.

If you could be known for just one thing in your business area, what would it be? For example: If you are a plein air artist, it could be, "Capturing light in the natural world." Or for a health coach, "Empowering people to improve their heart health through nutrition."

QUESTION ONE
CLARITY QUESTIONNAIRE

WHAT DO YOU DO?

What is the product, service, done-for-you solution, or course that your business offers?

What problem does your business solve?

For example:

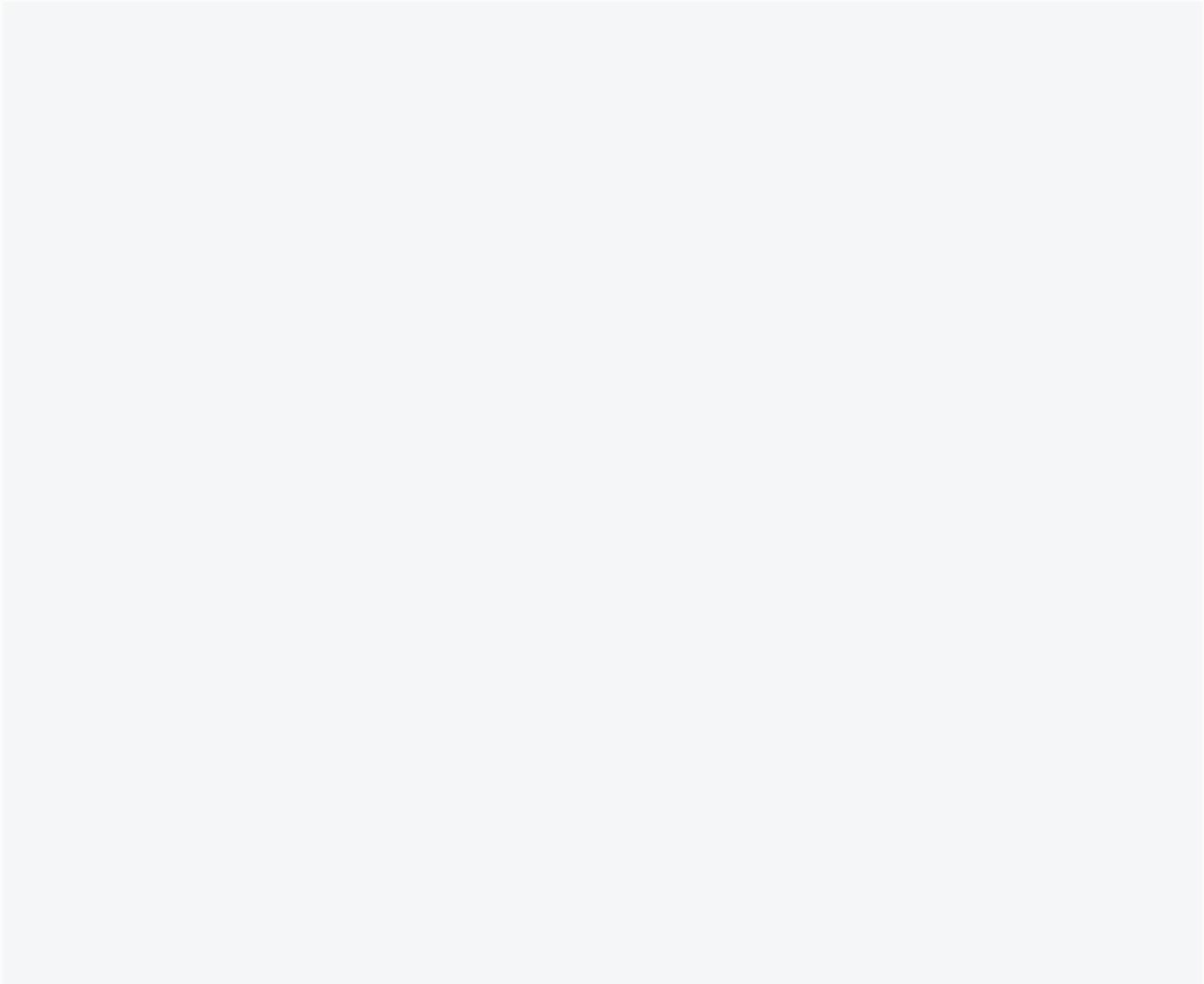
- Artists: To bring more color and joy into peoples' every day lives.
- Life purpose clarity coach: To inspire people to live more meaningful lives with a clear sense of purpose.

QUESTION ONE
CLARITY QUESTIONNAIRE

WHAT DO YOU DO?

Now that you've had a chance to reflect on what you do, it's time to combine the insights you gained from the previous questions into a "What do you do" summary statement.

**Write a comprehensive, single sentence to answer the question,
What do you do?**



A stylized logo consisting of a thick black letter 'B' followed by a period. The 'B' is formed with a single continuous stroke, featuring a vertical stem and two curved arms. The period is a small black dot. The logo is centered on a white square background, which is itself set against a larger background of light blue, abstract, leaf-like patterns. A light blue circle is positioned behind the logo, partially overlapping the 'B' and the period.