

THE COMPLETE WORKBOOK

CLARIFY & DEFINE THE

*Foundation*

OF YOUR BUSINESS

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DEFINE THE 4 PILLARS OF YOUR BUSINESS  
& WRITE A BUSINESS MISSION STATEMENT

[WWW.BRANDIFYHQ.COM](http://WWW.BRANDIFYHQ.COM)

Q U E S T I O N

01

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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.

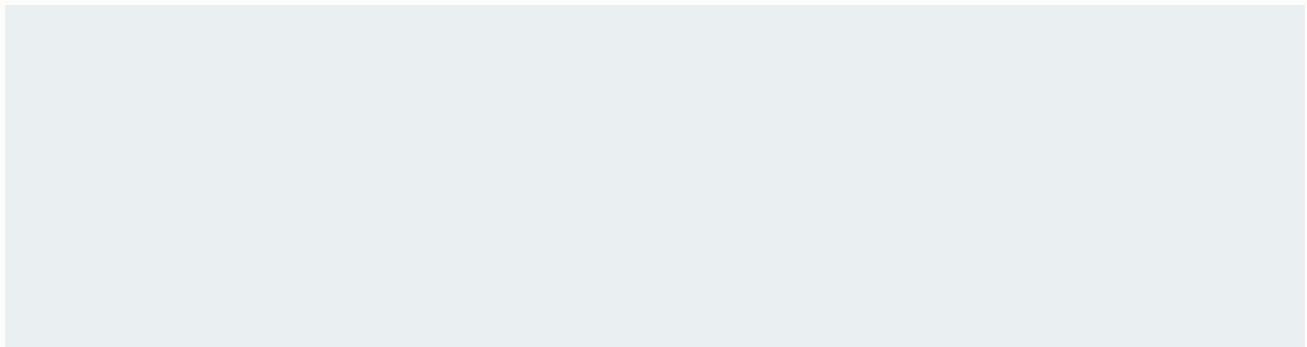
QUESTION ONE  
CLARITY QUESTIONNAIRE

- 01 -

## WHAT DO YOU DO?

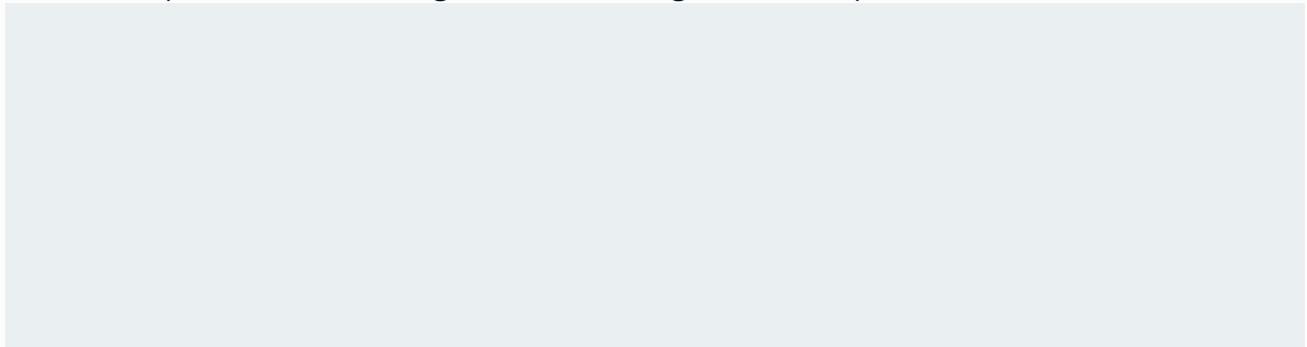
Take your time answering these questions and don't overthink them or worry too much about writing the perfect answer. Instead, let your personality and unique voice shine through. Your authenticity is what sets your brand apart from all the others! Go with your gut instinct!

**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?**

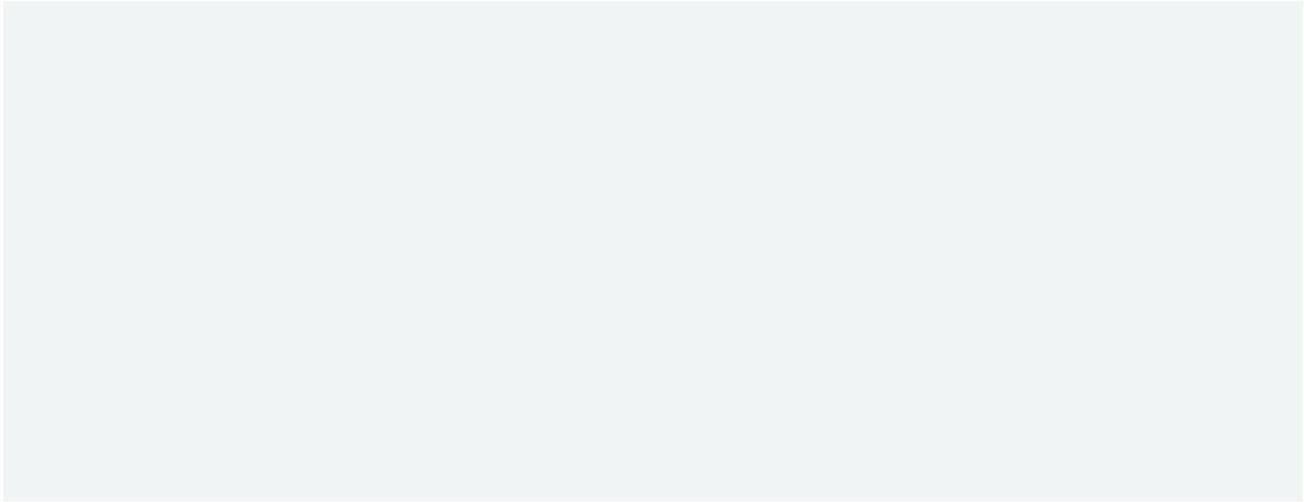
**Fill in the blank. I am the go-to expert for \_\_\_\_\_.**

**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?**

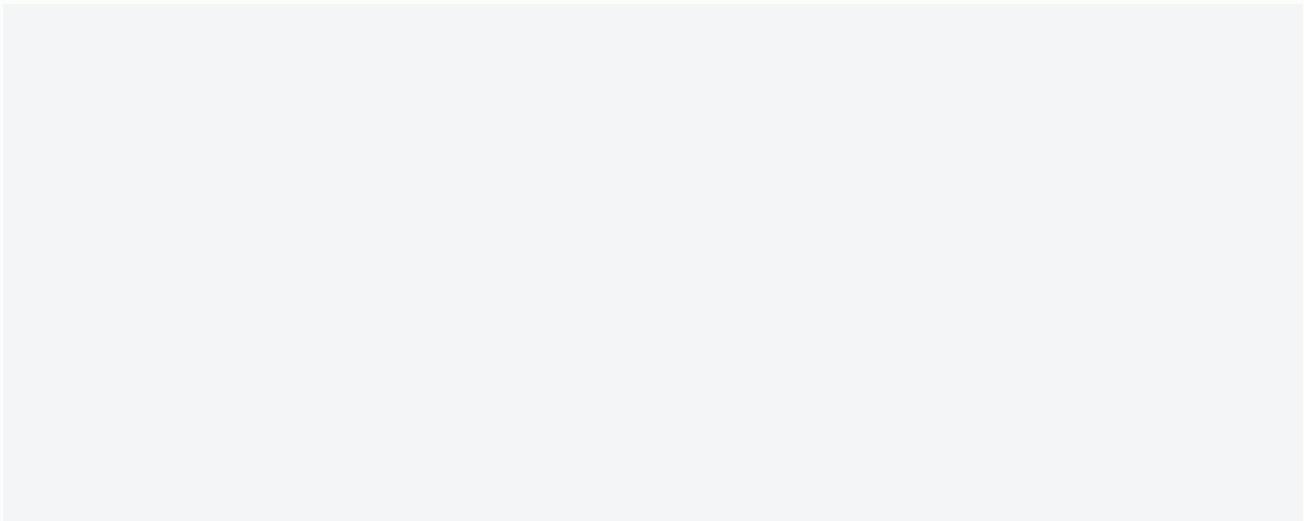
**What is the product, service, done-for-you solution, or course that your business offers?**



**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.

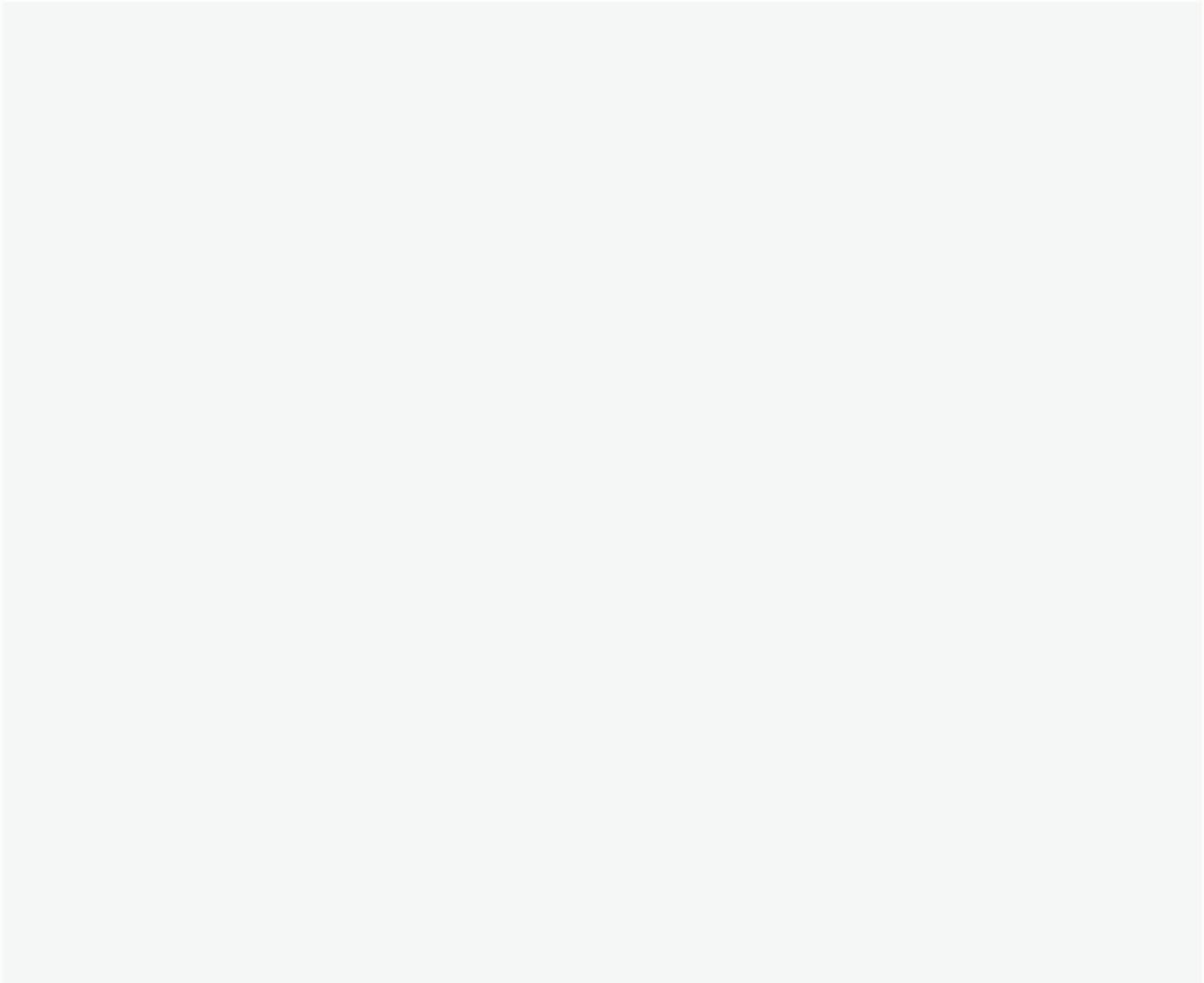


QUESTION ONE  
CLARITY QUESTIONNAIRE

**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?**



Q U E S T I O N

Q2

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WHO ARE YOU?  
What is your big why?

Being crystal clear about why you are passionate about what you do will give you insight into how your product or service helps others and its transformational benefits.

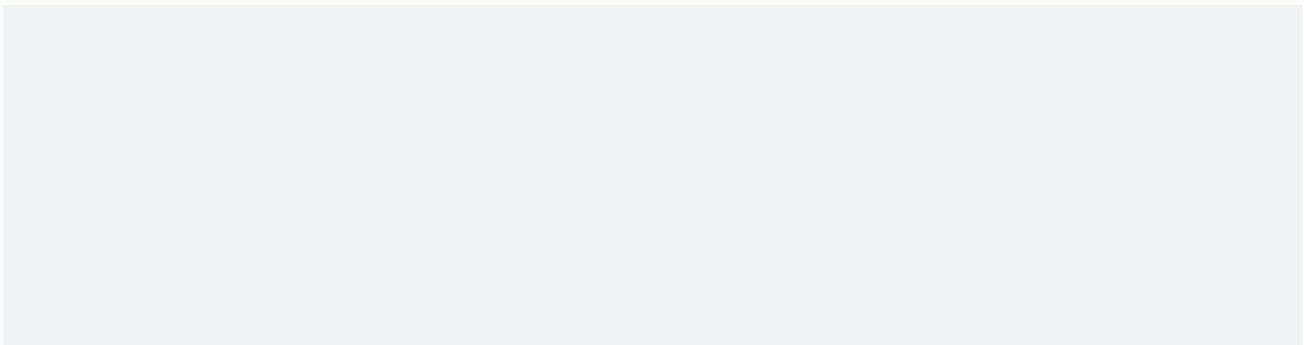
It is an essential aspect of your brand story. In addition, it will provide rich content for your bios, personal story, the About section of your website, podcast interviews, etc.

-02-

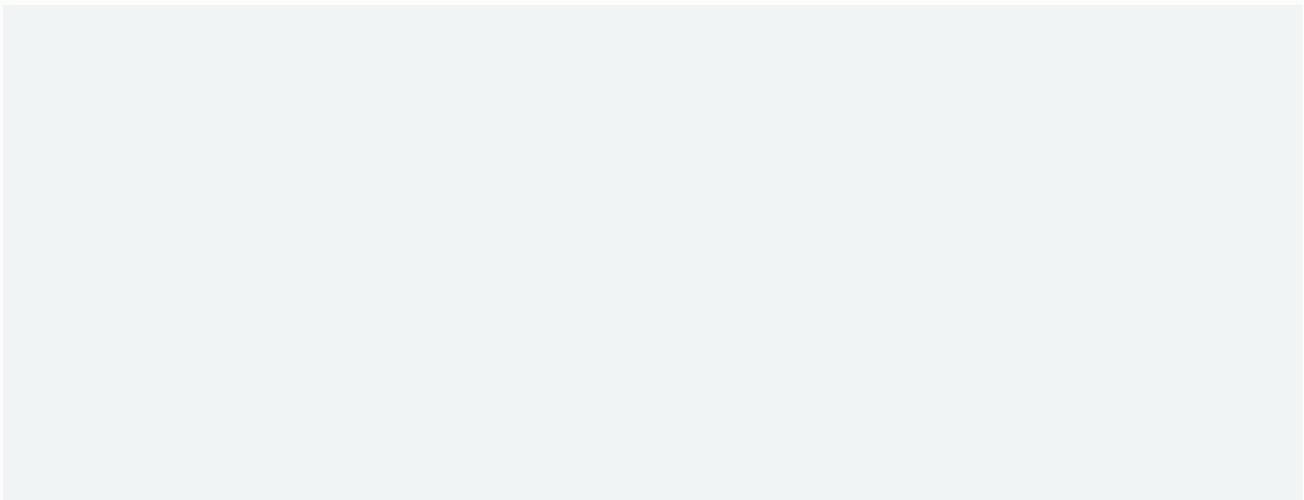
## WHO ARE YOU/WHAT IS YOUR BIG WHY? WHY ARE YOU PASSIONATE ABOUT WHAT YOU DO?

**Begin by identifying your core values.** Your brand's core values are a set of guiding principles that shape every aspect of your business and create connection with your customer.

**What are the top 3 personality traits you like in your favorite friends?**



**I believe the world would be a better place if people would...**



QUESTION TWO  
CLARITY QUESTIONNAIRE

**WHO ARE YOU? / WHAT IS YOUR BIG WHY?**

**What top 5 values drive you to do what you do?** For example: happiness, health, education, freedom, honesty, authenticity, creativity, etc.

**Through my product or service, I am able to give people more . . .**  
For example: joy, peace, better health, etc.

QUESTION TWO  
CLARITY QUESTIONNAIRE

**WHO ARE YOU? / WHAT IS YOUR BIG WHY?**

**What are you the most passionate about in your business, or how you serve your clients?**

**Why are you passionate about this?**

QUESTION TWO  
CLARITY QUESTIONNAIRE

**WHO ARE YOU? / WHAT IS YOUR BIG WHY?**

**The reason I LOVE doing what I do is . . .**

Sum up your "big why" in one or two sentences.

For example: The reason I am passionate about coaching is because through this work I am able to help people discover their life purpose, live in alignment with their values, and have a better relationships with themselves and the people around them. By serving people in this way, I am able to bring more joy into the world.

Q U E S T I O N

03

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## WHO DO YOU SERVE?

Answering this question is key to having a successful business. It's important to get as clear as possible on your target audience / ideal client so that you know where to find them, how to communicate with them, and how best to serve them.

Plus, when you really understand the heart and soul of your ideal client, you will be able to offer them high quality value in everything you do!

QUESTION THREE  
CLARITY QUESTIONNAIRE

- 03 -

## WHO DO YOU SERVE?

DEFINE YOUR IDEAL CLIENT

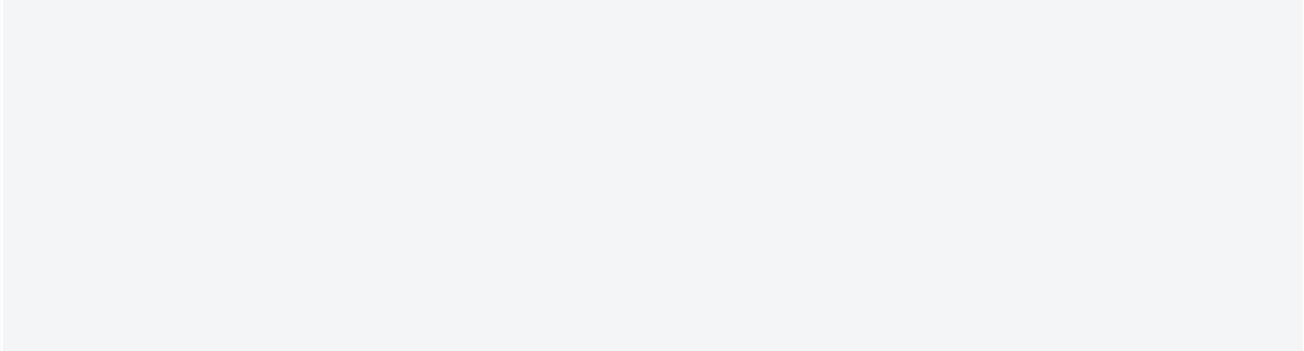
### **Who is your ideal client?**

Write a brief demographic description. For example: gender, age, profession, income bracket, where they live, marital status, etc.

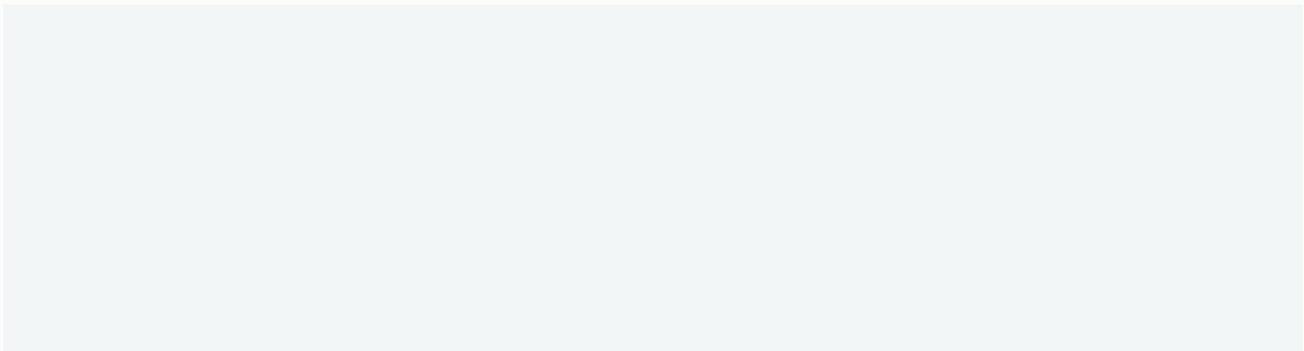
QUESTION THREE  
CLARITY QUESTIONNAIRE

**DEFINE YOUR IDEAL CLIENT**

**What personality traits do the clients that make your day possess?**

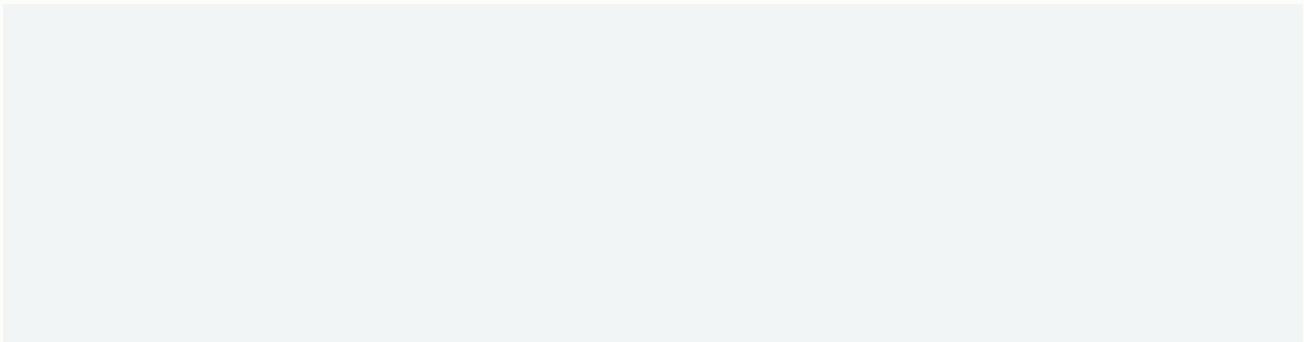


**What personality traits do the clients you dread dealing with possess?**



**If you were to create an ideal client avatar (ICA) what would you name this character?** Hint: It may be one of your current clients.

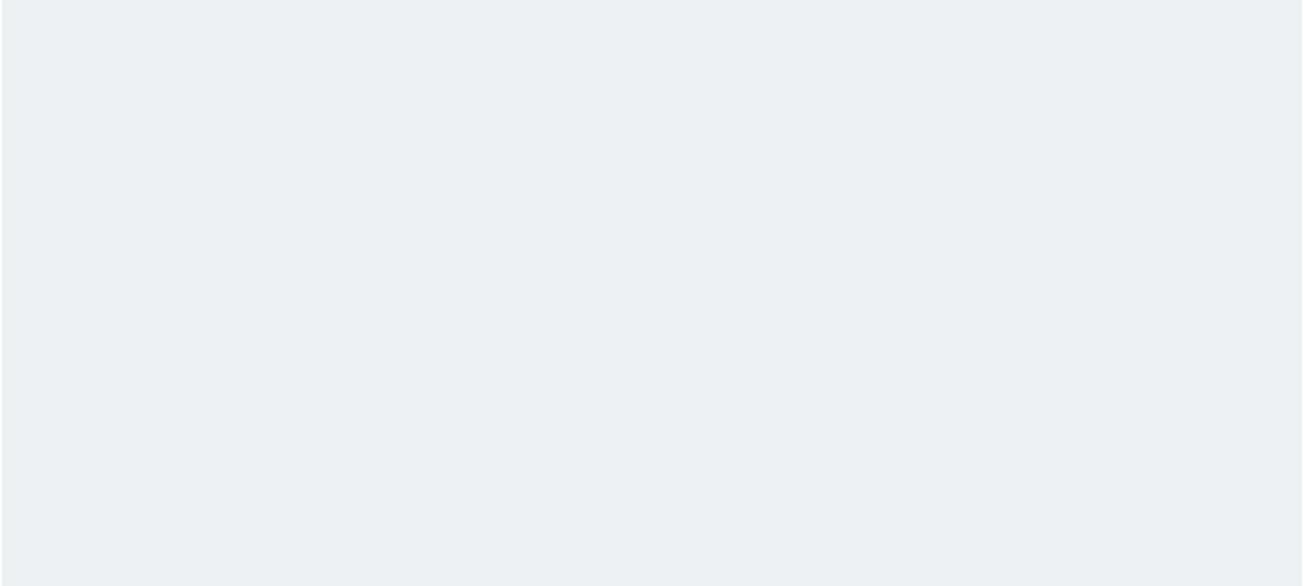
For example, my ICA is actually a client, and when I think about my ICA, I think of her. Her name is Suzan.



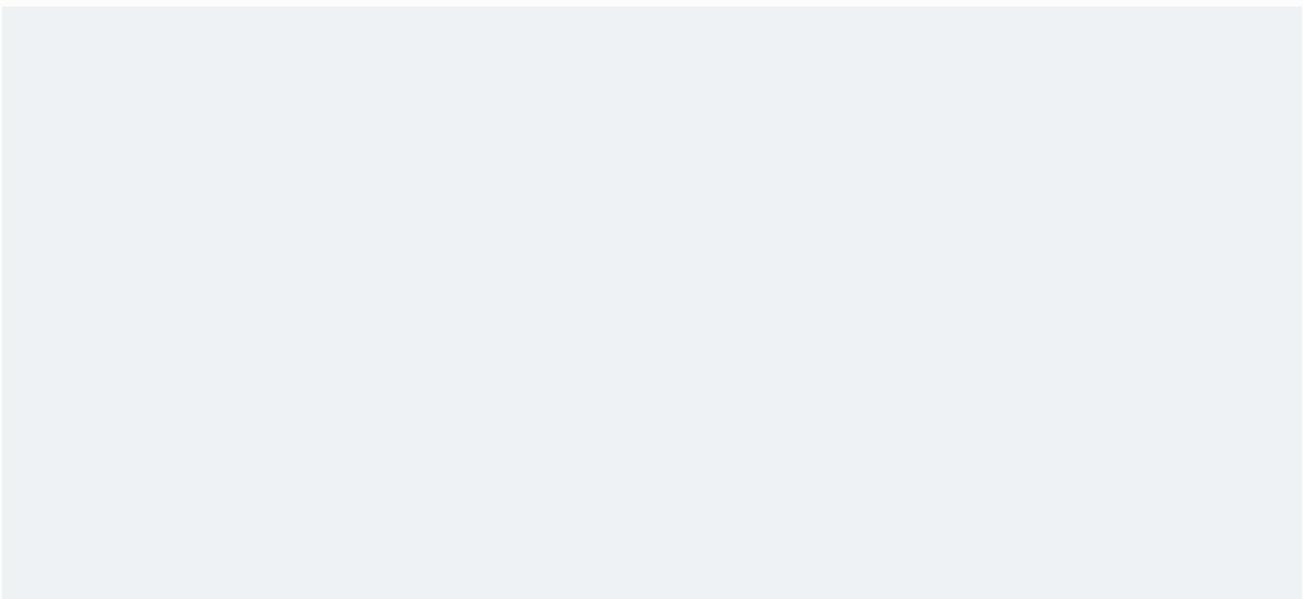
QUESTION THREE  
CLARITY QUESTIONNAIRE

**DEFINE YOUR IDEAL CLIENT**

**What are your ideal client's goals?**



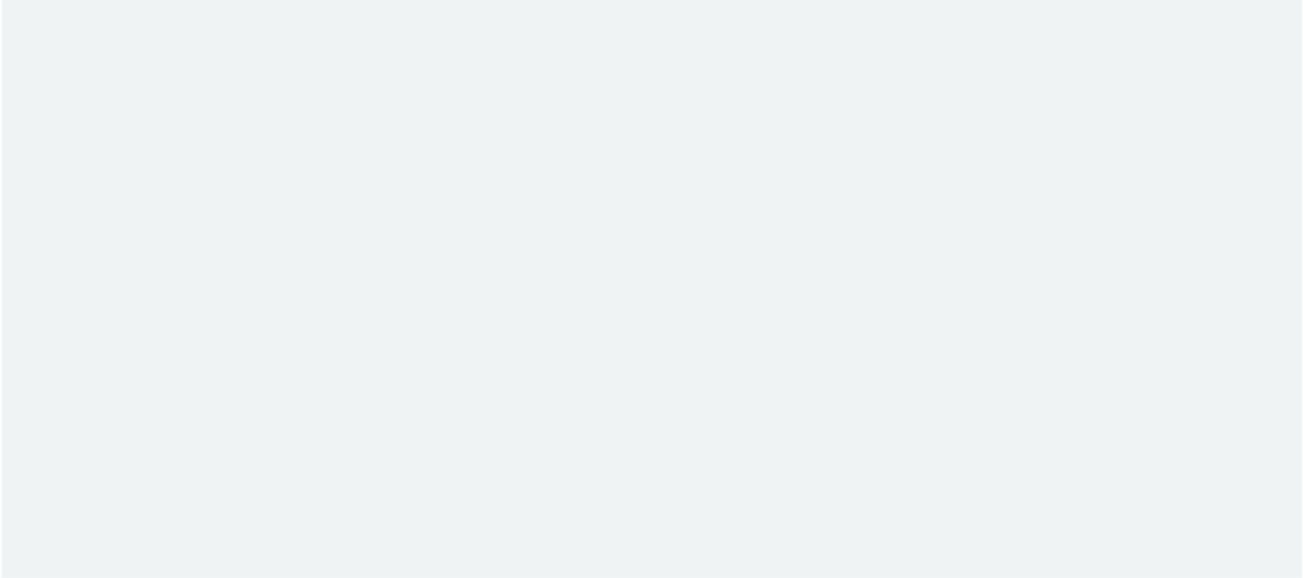
**What holds them back from reaching their goals?**



QUESTION THREE  
CLARITY QUESTIONNAIRE

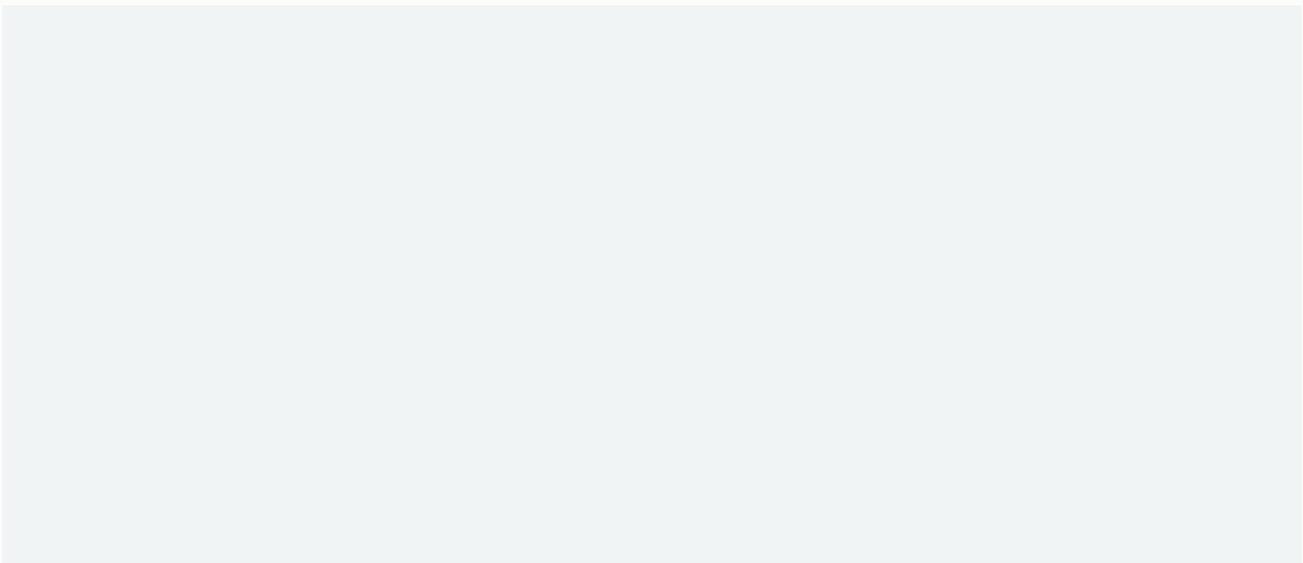
**DEFINE YOUR IDEAL CLIENT**

**What is your ideal client's biggest fear?**



**What is their secret wish or desire that your product or service can fulfill?**

For example: A grandmother who wants to get in shape so that she has more energy to play with her grandchildren.



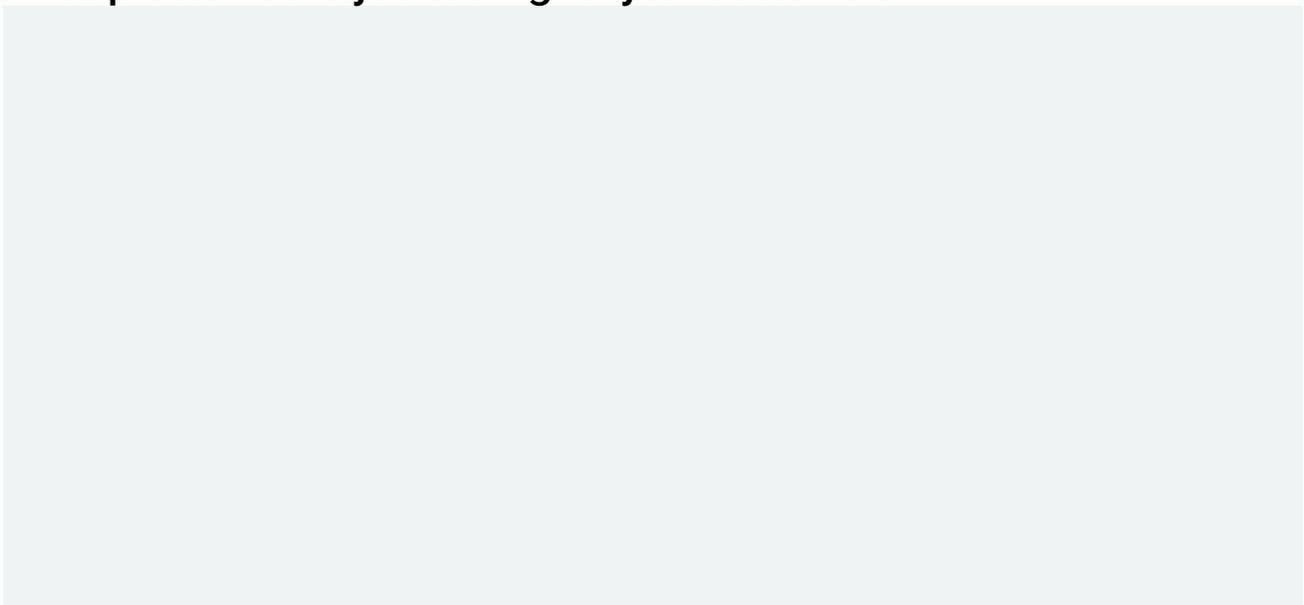
QUESTION THREE  
CLARITY QUESTIONNAIRE

**DEFINE YOUR IDEAL CLIENT**

**What are your customer's top 3 pain points / struggles? (What do they complain about when they are hanging out with their friends?)**



**What problems are you solving for your customers?**



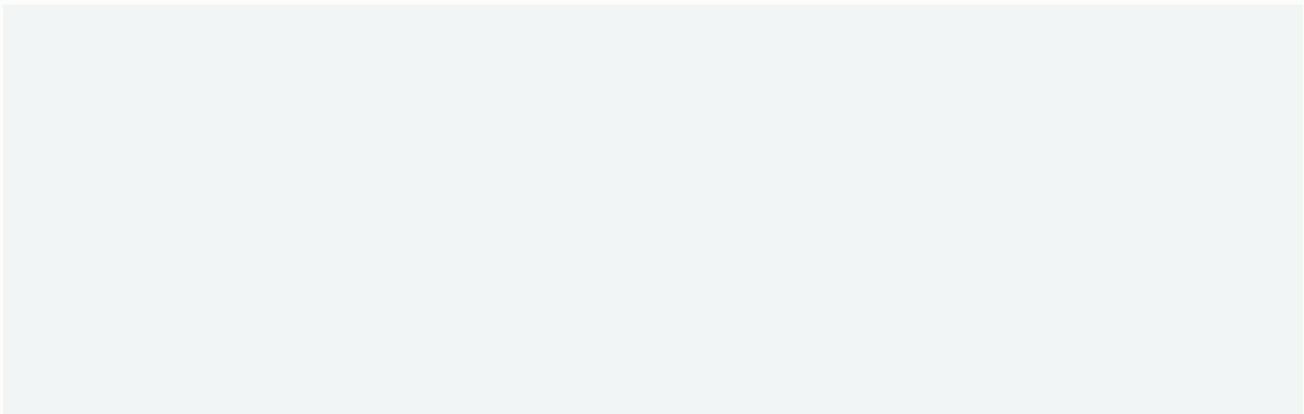
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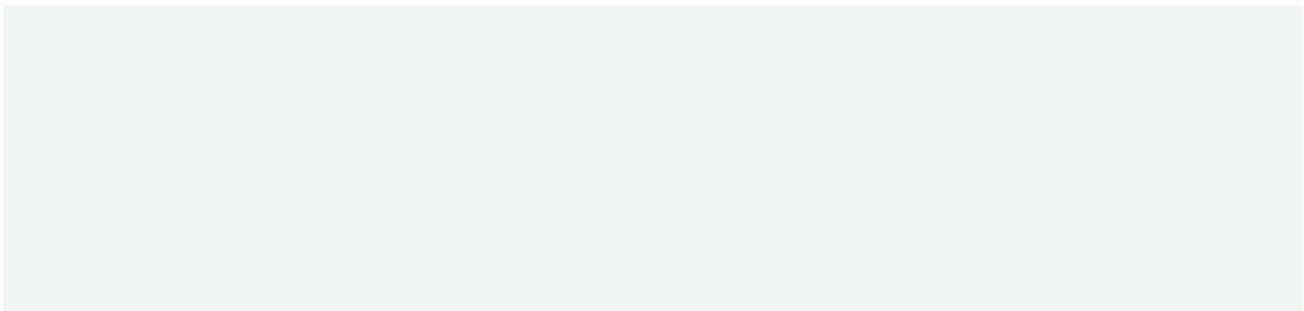
**What emotional needs or desires does your product or service fulfill?**



**What is your ICA's interests or hobbies?**



**What books, magazines, blogs or websites do they read?** This will help with marketing! You can create Facebook ad audiences that follow other big name experts in your field!



QUESTION THREE  
CLARITY QUESTIONNAIRE

**DEFINE YOUR IDEAL CLIENT**

**What are their favorite social media platforms?**

People who are on LinkedIn or Pinterest have very different intentions when they are consuming content on those platforms.

**Where do your clients go to research your topic online or in person?**

Do they attend live seminars? Retreats? or Do they join business groups online? Which experts in your field do they follow online? etc.

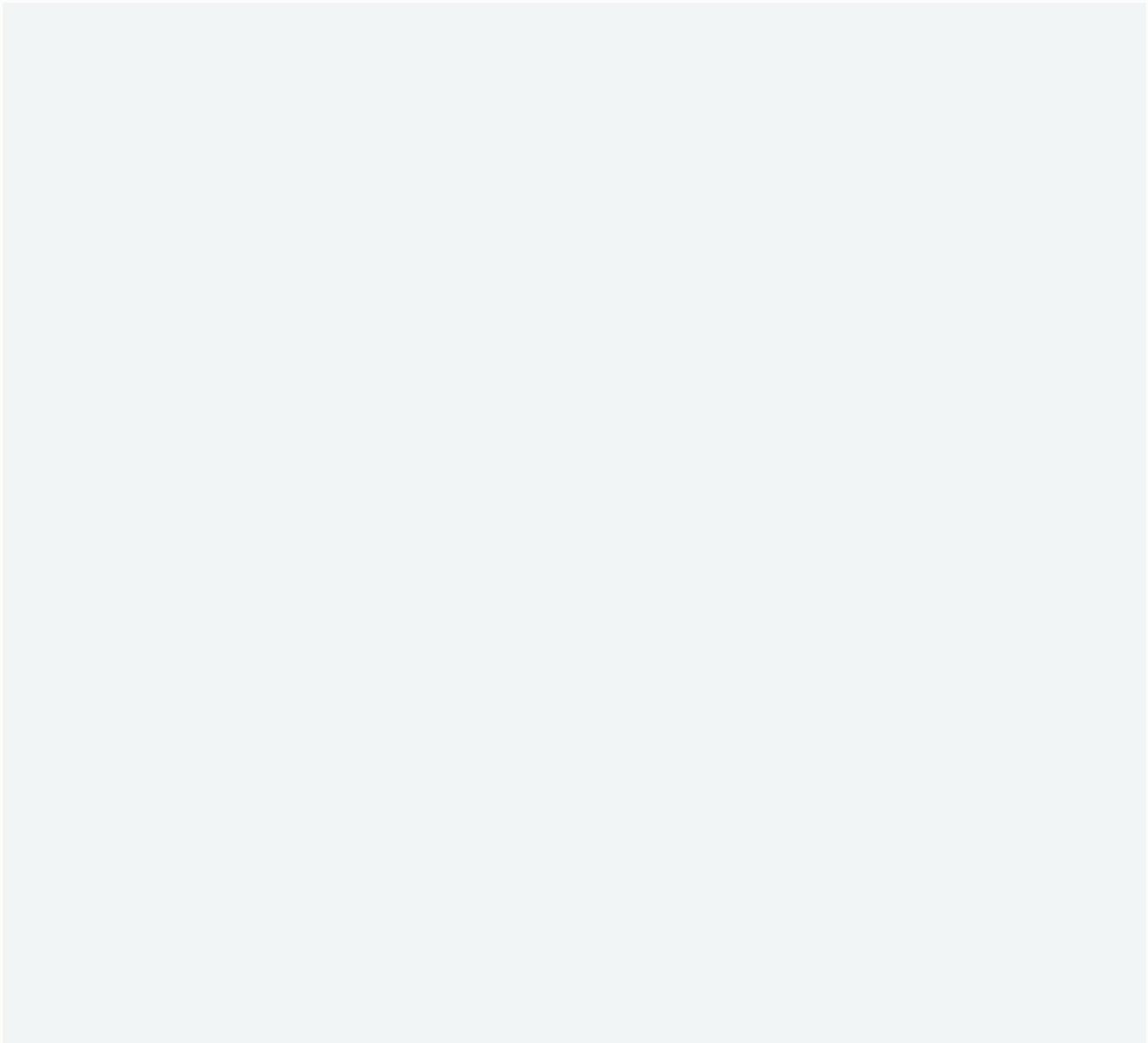
If you don't know the answers to these questions, go out and ask them. (Ex: Make a call to 3 clients. Post a poll on Instagram or FB. etc.)

QUESTION THREE  
CLARITY QUESTIONNAIRE

**DEFINE YOUR IDEAL CLIENT**

**My ideal client is . . .**

Sum up your ideal client in one or two sentences. For example: My ideal client is a purpose-driven entrepreneur who wants to launch their new business online to start making money doing what they love.



Q U E S T I O N

04

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WHAT IS YOUR UNIQUE  
VALUE PROPOSITION

WHY SHOULD PEOPLE BUY FROM YOU?

In other words, what is your value proposition? What makes you unique/different from the rest? **Secret tip: It's YOU! It's your uniqueness, your authenticity, your personality! So let it shine brightly!!!**

"Your business' value proposition is arguably the most important element of your overall marketing messaging. A value proposition tells prospects why they should do business with you rather than your competitors, and makes the benefits of your products or services crystal clear from the outset."

-Dan Shewan, Wordstream

Q U E S T I O N

04

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QUESTION FOUR  
CLARITY QUESTIONNAIRE

- 04 -

## WHY SHOULD PEOPLE BUY FROM YOU?

WHAT MAKES YOU SHINE BRIGHTER THAN YOUR COMPETITION?

### **What is your business market category?**

For example: art, interior design, coaching, teaching online courses, etc.



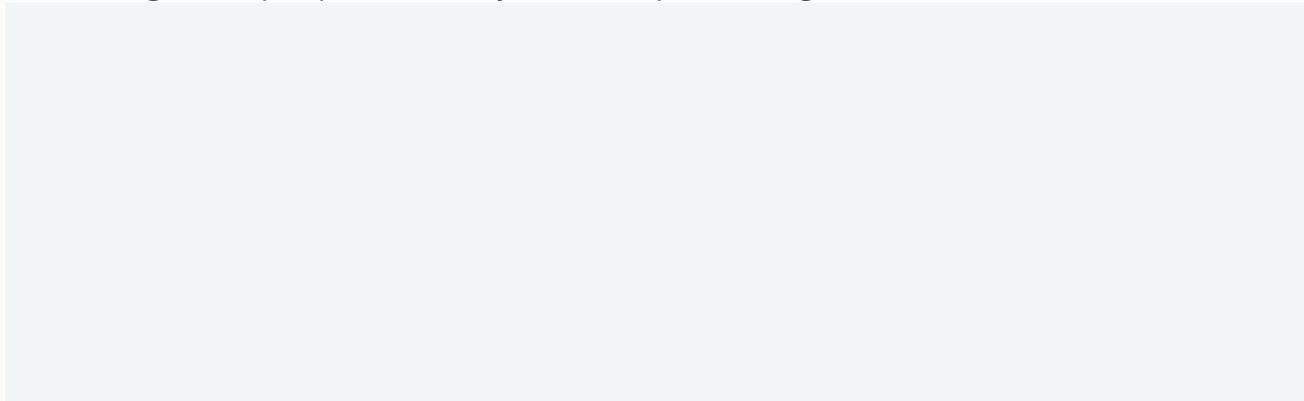
### **Narrow it down further. What is your subcategory?**

For example:

Art - abstract painting, modern art, figurative art, etc.

Interior Design - mid-century modern, French country, traditional, etc.

Coaching - life purpose clarity, health, parenting, etc.



QUESTION FOUR  
CLARITY QUESTIONNAIRE

**WHY SHOULD PEOPLE BUY FROM YOU?**

**What do you sell? List the products, services or courses.**



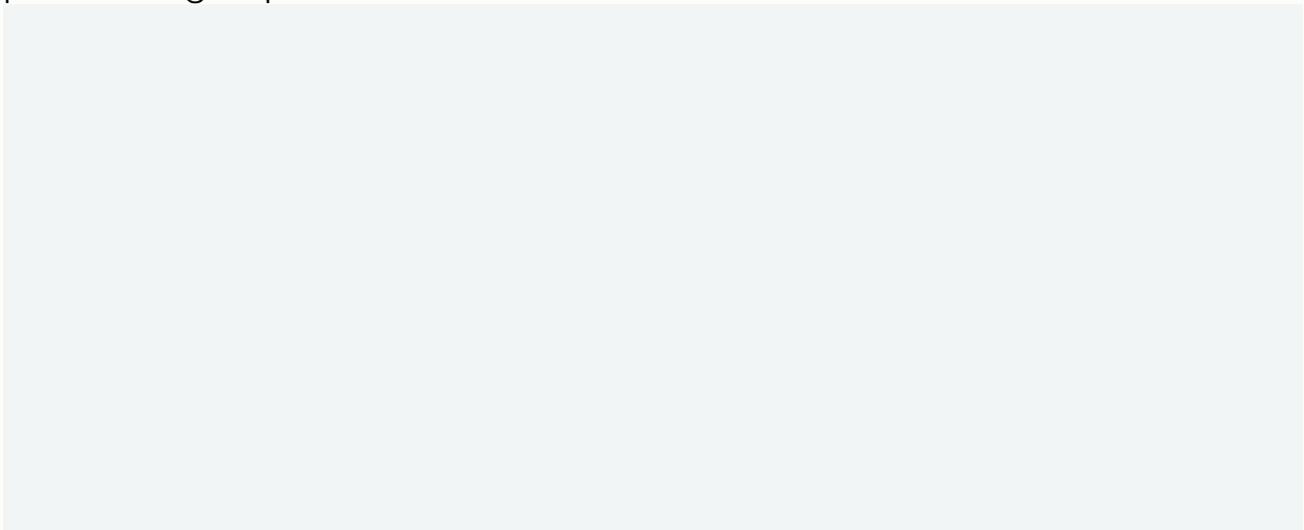
**What are the features of the products, services or courses?**

For example:

Products - How do you make them? What materials/supplies/special tools do you use? Is the process used to make them special?

Coaches - Do you offer private sessions? Email support in-between calls?

Course Creators - Is your class a step-by-step framework? Do you have a private FB group? etc.



QUESTION FOUR  
CLARITY QUESTIONNAIRE

**WHY SHOULD PEOPLE BUY FROM YOU?**

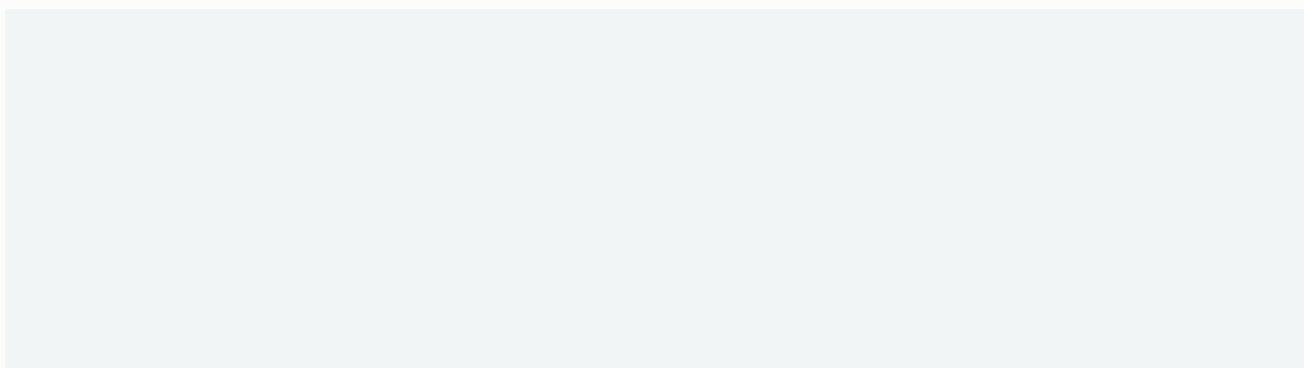
**ANALYZE YOUR COMPETITION**

**Who are the top 3 brands leading in your general industry?**

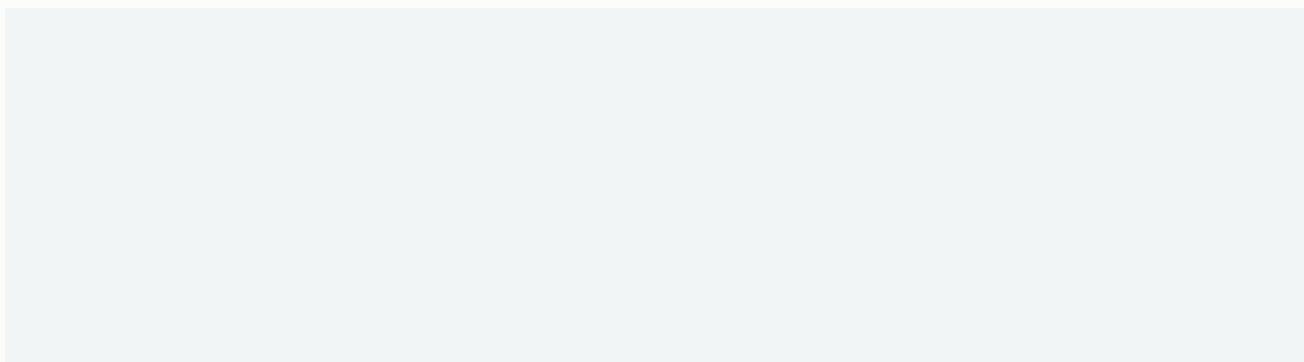
Who are your top 3 competitors?



**What things do these brands do that you love?**



**What things do these brands do that you don't like?**



QUESTION FOUR  
CLARITY QUESTIONNAIRE

**WHY SHOULD PEOPLE BUY FROM YOU?**

**Reflect on how doing what you do HELPS YOU in your personal life.**

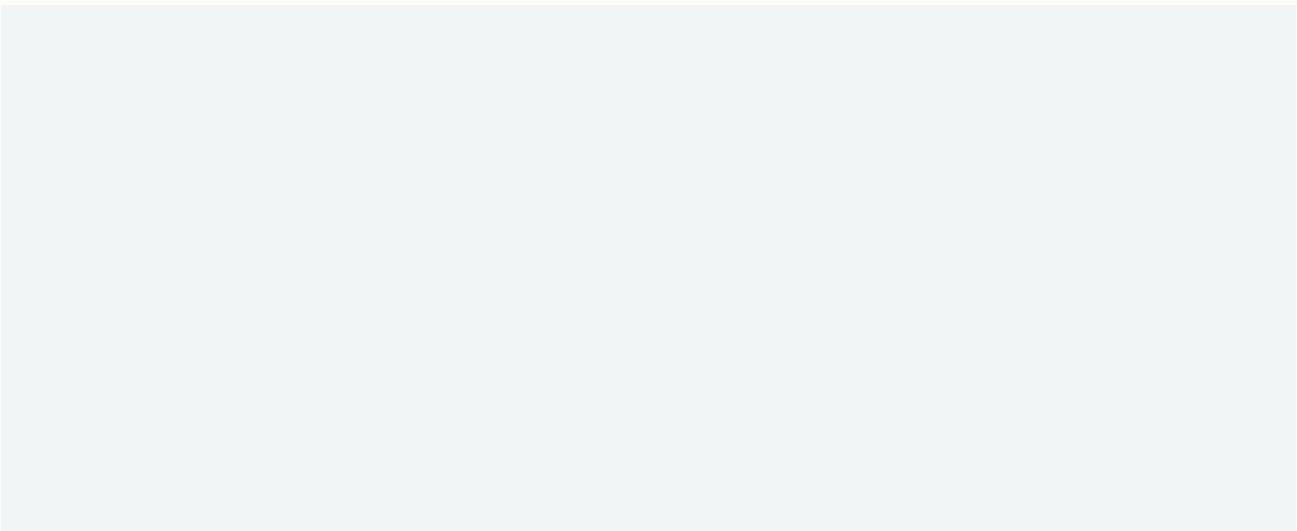
For example, an abstract artist might feel that when they paint intuitively, without being confined to a subject matter, **they get a chance to be truly free**. Or a life coach may feel like when they practice what they preach, they **feel happier, more satisfied with life, less stressed, healthier**, etc.

Perhaps you are an educator. Remember back to when you were a student and discovered a teacher who really helped you. How did their approach help? For example, **I felt encouraged**. It was a safe space to ask questions and explore. I felt I wasn't being judged, so I could express my true self.

How did learning more about the subject matter help improve your life? Maybe you gained **deeper insights**, learning something new **made you feel inspired again**, etc.

**If your business sells a product, how does using this product help you in your life?**

**Write about how doing what you do HELPS YOU in your personal life?**



QUESTION FOUR  
CLARITY QUESTIONNAIRE

**WHY SHOULD PEOPLE BUY FROM YOU?**

**How does doing what you do, or using your product help transform someone else's life? Does it solve a problem, or fulfill a desire? How does it help them achieve their goals?**

Your product or service may transform someone's life on a deep level. For example, if you are an art teacher, you may help people connect to their creativity and inner child and feel a sense of inner joy.

Or your product may provide a simple solution. For example, I make stylish tote bags. The problem I solve is that people can make something as ordinary as grocery shopping a bit more fun by packing up their groceries in a cute, stylish handbag, adding a little pizzazz to an everyday chore.

**In what way(s) does your product, service or course HELP YOUR IDEAL CLIENTS in their lives?**



QUESTION FOUR  
CLARITY QUESTIONNAIRE

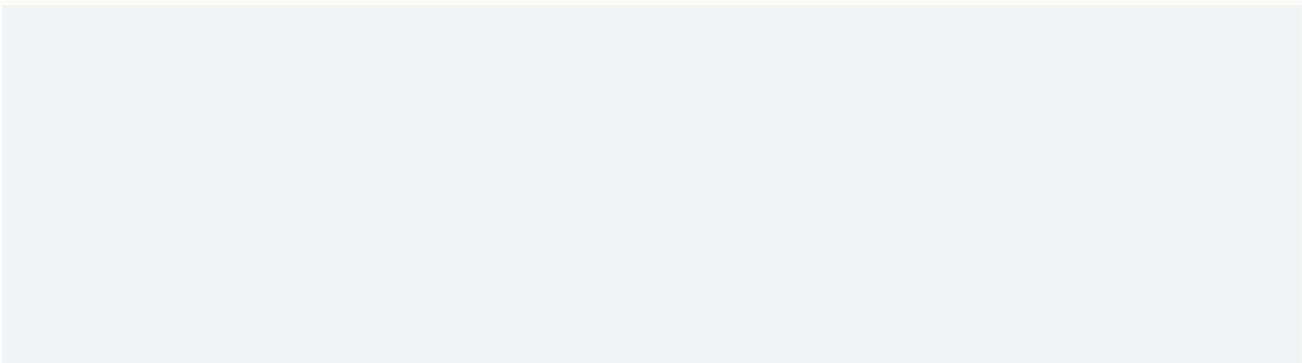
**WHY SHOULD PEOPLE BUY FROM YOU?**

**ANALYZE YOUR COMPETITION**

**What is unique about your brand, your business model, or your approach that differentiates you from your top 3 brand peers?**

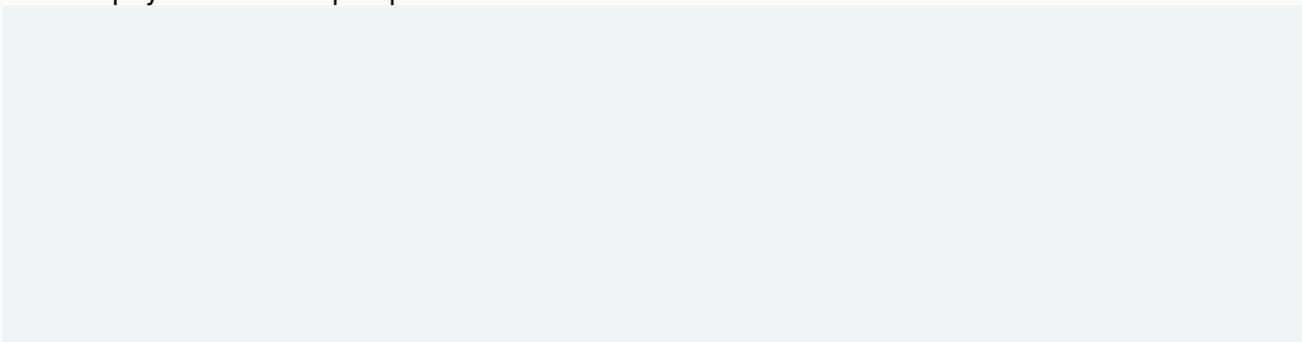


**Why do your clients choose you over your competition?**



**The reason people should buy from me is because . . .**

Sum up your value proposition in a short statement.



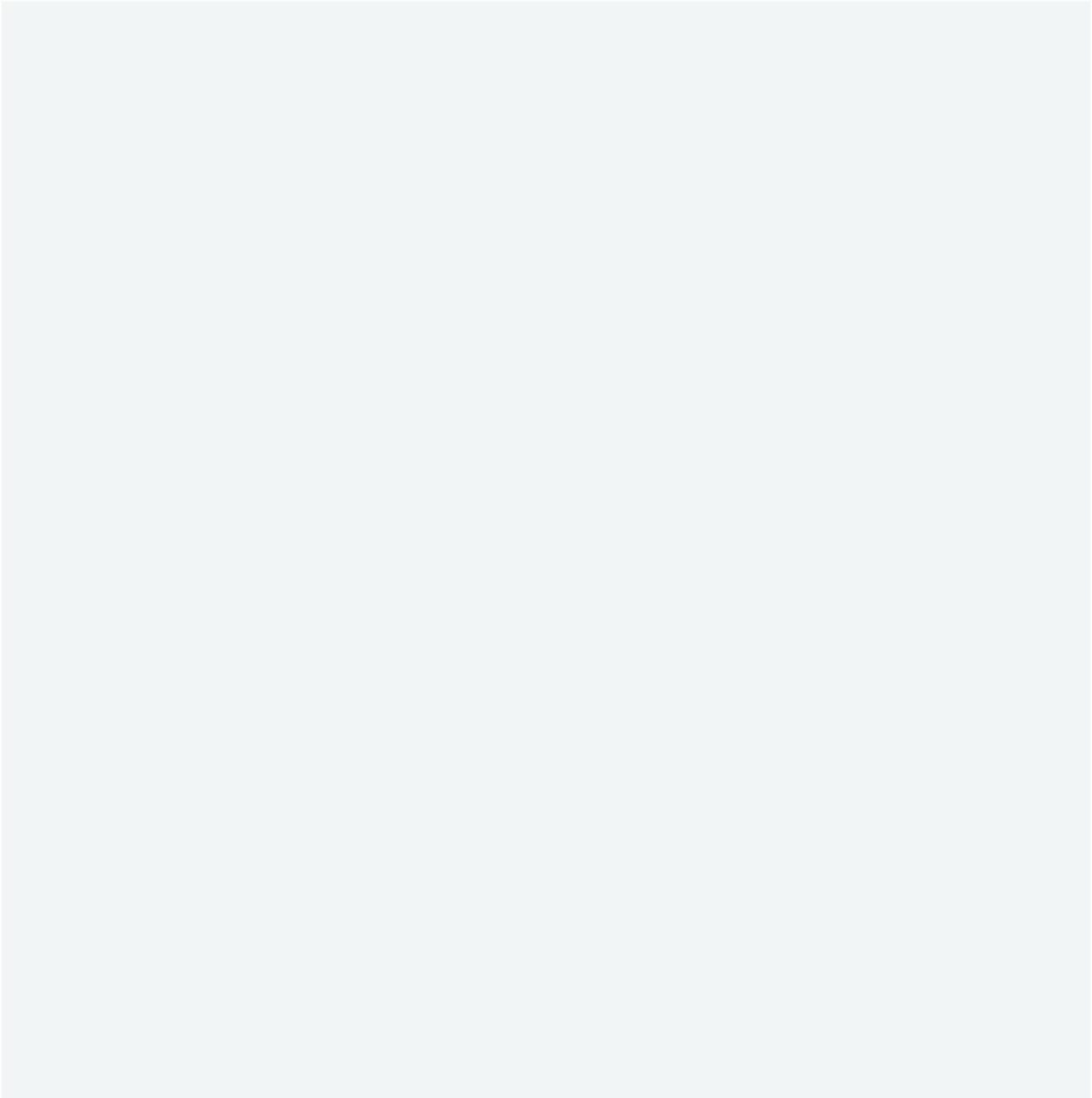
QUESTION FOUR  
CLARITY QUESTIONNAIRE

**WHY SHOULD PEOPLE BUY FROM YOU?**

**Now summarize the previous statement in a bullet-point list.**

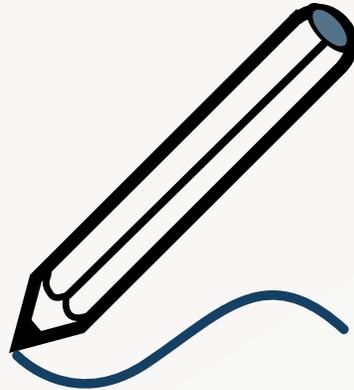
**List 3-5 ways your product or service helps your clients in a big way.**

You can also include the emotional benefits of buying or using your product or service.



BUSINESS CLARITY

T A K E   A C T I O N



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COMPOSE YOUR  
**MISSION STATEMENT**

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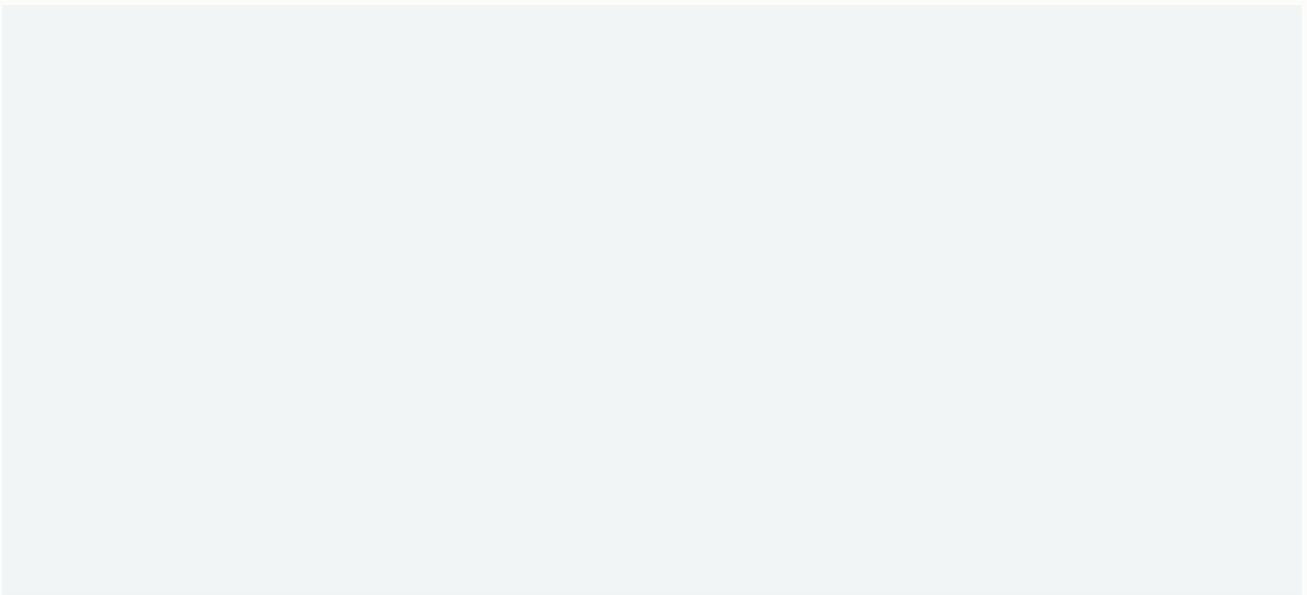
# BRAND MISSION STATEMENT

Summarize your answers into a clear business mission statement that includes:

- 1. What you do.**
- 2. Who you do it for.**
- 3. How you do it.**
- 4. How it will benefit your client.**
- 5. Why they should buy from you.**

For example, I help entrepreneurs launch their businesses by coaching them so they can clarify their brand strategy, easily create a website and start making money doing what they love.

**Write your Brand Purpose Statement here:**



## Need a little guidance?

Use the The Brand Statement Template on the next page.

# MISSION STATEMENT TEMPLATE

Need a little help? Use the following formula to write your business mission statement.

## The Mission Statement Formula:

I (verb) for (ideal client) by (what you do), so they can  
(big benefit) without (problem).

Example: "I (1) empower (2) entrepreneurs starting their businesses by (3) coaching them through a process to define their brand identity, and teaching them how to create brand assets, write compelling copy and make an awesome website that converts clients, so they can (4) launch their business and start making money doing what they love and DIY their branded, professional-looking marketing materials as they launch new products and services on the fly without (5) spending a fortune hiring a big agency."

## Write your Brand Purpose Statement here:

