




FREE RESOURCE

# BRANDING WORKSHEET

A starter guide to crafting your  
own unique brand identity.



# WELCOME

Hi friend! I'm so glad you are here.

Branding is without a doubt, one of the most important parts of your business. Good branding will set you apart from the crowd, tell the unique story of your brand, help you attract your ideal client, all while staying true to who you are.

Whether you are starting a new business, or just need to clarify your existing one, this worksheet will help you take the first steps to crafting an effective brand strategy.

I encourage you to take out your favorite pen & notebook or to print this worksheet out and to spend some time truly diving deep into all of the questions. If you have any additional questions, please feel free to reach out at [hello@studioantheia.com](mailto:hello@studioantheia.com)

xoxo,

*Morgan Brewer*

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An effective brand identity starts  
with knowing who you are.

ONE

## Who you are

Authenticity is a magnet and nothing will attract your ideal client quite like knowing who you are will. Let's get started.

WHY DID YOU START YOUR BUSINESS?

WHAT IS YOUR FAVORITE PART ABOUT YOUR BUSINESS?

WHAT MAKES YOUR BUSINESS UNIQUE?

WHAT MAKES YOU (AS A PERSON) UNIQUE?

WHAT IS YOUR NICHE AND HOW DO YOU WANT TO BE SEEN? HOW DO YOU NOT WANT TO BE SEEN? GET SPECIFIC!

# Brand words

Circle the ones that identify with your brand.

ADORABLE ADVENTUROUS APPEALING ARTISTIC ATHLETIC ATTRACTIVE AUTHENTIC BOLD BREATHTAKING  
BRIGHT BUSY CALM CAPABLE CARING CASUAL CHARMING CHEERFUL CHIC CLASSIC CLEVER  
COLLABORATIVE COLORFUL COMFORTABLE CONSERVATIVE CONTEMPORARY CONVENIENT COOL CREATIVE  
CUSTOM CUTTING EDGE DARING DASHING DAZZLING DELICATE DRIVEN DELIGHTFUL DETAILED DRAMATIC  
DRY DYNAMIC EARTHY ECCENTRIC EFFICIENT ELEGANT ELEVATED ENCHANTING ENDEARING ENERGETIC  
ETHEREAL EXCELLENT EXCITING EXUBERANT FABULOUS FAMILIAR FANCY FANTASTIC FASHIONABLE  
FESTIVE FIERCE FLIRTY FORMAL FRESH FRIENDLY FUN FUNCTIONAL FUTURISTIC GLAMOROUS GRACEFUL  
HIP HISTORIC HONORABLE IMPRESSIVE INDUSTRIAL INFORMAL INNOVATIVE INSPIRING INTENSE INVITING  
LOW MAINTENANCE LIVELY LUSH MAJESTIC MODERN NATURAL NAUTICAL NOISY NO-NONSENSE NOSTALGIC  
NOVEL OLD ONE-OF-A-KIND ORGANIC PASSIONATE PLAYFUL PLEASANT POWERFUL PROFESSIONAL QUAIN  
QUIRKY RADIANT REBELLIOUS RELAXING RELIABLE RETRO REVOLUTIONARY RITZY ROMANTIC ROYAL  
RUSTIC SCHOLARLY SECURE SERIOUS SILLY SINCERE SLEEK SMART SOOTHING SOPHISTICATED STABLE  
STRIKING STRONG STUNNING STYLISH SWANKY TASTEFUL TRANQUIL TRUSTWORTHY UNCONVENTIONAL  
UNIQUE UPBEAT URBAN VERSATILE VINTAGE WHIMSICAL WILD WISTFUL YOUTHFUL

Your 5 words:

Narrow it down to 5 words.

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Identify your dream client and  
serve them well.



TWO

## Who you are trying to reach

Close your eyes and think about your dream client. Dig deep.

WHAT DO THEY LOOK LIKE?

WHAT DO THEY DO FOR A LIVING?

WHAT DO THEY DO IN THEIR FREE TIME?

WHERE DO THEY SHOP?

HOW OLD ARE THEY?

WHAT DOES THEIR HOUSE LOOK LIKE?

WHAT DO YOU HAVE IN COMMON WITH THEM?

Now take it even further:

Now give your ideal client a name and create their very own Pinterest Board. Try to really get into their brain and pin things that they would love. (clothes, home decor, free time activities, etc.) Whenever you are having a difficult time connecting with your audience, refer back to your board for inspiration.

### THREE

## Brand Statement

Now that you know who you are, what you do and who you do it for, it's time to create a branding statement. No more painfully trying to describe what it is that you do, your branding statement will do it quickly and accurately.

Example:

We are Studio Antheia and we are a branding design studio passionate about creating refined, creative and true brand identities for big-dreaming business owners.

SCRATCH PAD

Your statement:

HI, MY NAME IS \_\_\_\_\_

AND I \_\_\_\_\_

\_\_\_\_\_ FOR \_\_\_\_\_

\_\_\_\_\_

## FOUR

# Next Steps

Who you are should be weaved throughout all of your branding elements; from your logo to your website, to throughout your social media presence. Let's brainstorm some practical ways to do this:

HOW CAN YOU CONNECT WITH YOUR IDEAL CLIENT?

What do you have in common? Where do their passions and your intersect?

HOW CAN YOU SERVE YOUR IDEAL CLIENT?

Be specific. Think of problems your ideal client may have and ways you can solve them.

HOW CAN WE INFUSE WHAT WE HAVE DISCOVERED INTO YOUR BRAND?

(ex: add your brand statement to your website, change your services page and portfolio to show only work you WANT to take, brainstorm ways to share your why OR ways to speak to your ideal client throughout your social media)

DOES YOUR CURRENT LOGO CLEARLY REFLECT WHO YOU ARE? DOES IT APPEAL TO YOUR IDEAL CLIENT? IF NOT, WHAT STEPS CAN YOU TAKE TO GET IT THERE?

HOW CAN YOU TWEAK YOUR WEBSITE TO REFLECT WHO YOU ARE + WHO YOU ARE TRYING TO REACH?

(ex: change your website copy to include the 5 words you chose earlier.)

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your dream was  
meant to thrive.

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