

# The Business glow up!



## branding with purpose

*"a guide to gaining brand clarity"*

Presented by  
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# branding with purpose

The secret to getting started is to start building from the ground up from day one. It's important when starting your own business to build a solid unshakable foundation to survive the ebs and flows that naturally come with Business and life right?

So, let's get it straight together from the start one step at a time. It's time to dig deep and ask the hard questions. With the goal in mind to define your brands mission and dreams.

If we go deep now we will save bank loads of blood, sweat and tears in the long run. This will not come easy for everyone and it might take a few sit downs to get it right.

*The journey to creating an iconic brand starts now!*



*Danielle Robertson*

Creative Director, Digital Designer & Developer  
RobertsonWeb

Ps/ Grab yourself a coffee or vino and let's get started...



*let's figure out your why...*

1. What is your passion in life / business

2. What attracts people to you and your business

3. Values that are important to you

4. What do you strive to be

5. What is your dream for yourself

6. What excites you the most i.e. books, travel, movies...



let's figure out your why...

7. I'm passionate to learn new things such as

[Empty text box for response to question 7]

8. What kind of friend are you

[Empty text box for response to question 8]

9. What excites you every day

[Empty text box for response to question 9]

10. When do you find your sweet spot

[Empty text box for response to question 10]

Notes.

[Large empty text box for notes]



*let's dive deeper...*

1. What makes you believe your business can be a success

Blank space for writing the answer to question 1.

2. I believe I have the motivation and skill to succeed because

Blank space for writing the answer to question 2.

3. Can I resolve my potential customer problems easily by

Blank space for writing the answer to question 3.



*how to find your authentic voice...*

1. I live life by this mantra

2. I would like people to know the real me

3. When I was younger I wish I'd have known this about myself

4. These values are important to me

5. This style of writing resonates with me

6. How do I define my communication style



*who is your ideal audience...*

1. What audience do I wish to serve

A large, empty rectangular box with a light beige background, intended for writing the answer to question 1.

2. What type of customer do I envisage

A large, empty rectangular box with a light beige background, intended for writing the answer to question 2.

3. Where does that audience go currently

A large, empty rectangular box with a light beige background, intended for writing the answer to question 3.



*define your ideal audience*

1. What is their basic demographic profile: age, gender, location?

2. What are their interests?

3. What do they do for work, and in what industry?

4. What's their household income and/or discretionary income level?

5. What are they reading, watching, and listening to?

6. What forms of communication do they use to express themselves?



*let's go deeper...*

7. What brands are they buying now?

8. What drives their decision-making for a business / product like yours?

*Notes.*



*the research...*

1. What are three questions my ideal customer keep asking?

2. What are three things my customers are complaining about?

3. What are three things that get them really engaged?

*\* Remember, if you're brand new to business and don't yet have an audience, you can do your research on some competitors' sites.*



*define your brands inspiration*

1. When my ideal audience first see my branding I really want them to feel...

2. Words that define my audience feelings when they use my services/products


*Now it's time to get creative with your business...*

*If you are more of a visual person we highly recommend starting pinterest board and start pinning colours, images and fonts that resonate with your new brand for reference:*

3. What are your ideal **colours**

4. What **images** resonate with your brand

5. What **fonts** draw your attention



*“Be sure to keep a copy of this guide completed on hand.  
It will help form part of your journey building a long lasting brand that’s iconic.”*

*- Danielle Robertson*

*Notes.*

A large, empty rectangular area with a light beige background, intended for taking notes.

*Bonus.*

BOOK IN FOR A  
*Free Discovery Session*

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The Business  
**glow**  
**up!**

*This is the time for you  
to glow up your business!*

**workshop coming**

**sunshine coast – feb 2023**

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