

BUILD YOU INSTAWORTHY BRAND **(the mindset work)**

Your brand should be original and totally unique to you. At the end of the day, that's what will make it stand out. Answer these questions to help create clarity around your brand. A brand is the experience your customers/clients get from working with you. It's about how your client feels when they work with you or use your service/product. One of the BEST tips I can give you for creating a beautiful brand is to make sure it's authentic to YOU. When you lead from this place, people will naturally be drawn to you and your brand.

Make a list of all the ways your company/the products/the connections/the experiences have changed your life.

What does your brand value?

What is your authentic/unique message that you will share through your brand?

What vibe do you want to give off? (example: freedom, fun, travel/nomad life, chic, luxury, etc.,)

What feelings do you want to evoke in your potential clients or customers through your brand? (write down as many as you can!)

Write down 10-20 key words you would use to describe your brand.

Based on the exercises you've just completed, brainstorm 10-20 potential brand names. Take note of any intuitive/gut feelings that come up as you write these down. You may feel really excited/expansive about certain names and this should be taken as a sign

Write down 10-20 key words you would use to describe your brand.

What experience do you want your clients to have through your brand and working with you?