WORKSHEET

BRAND BEYOND BUZZWORDS

by Kalika

Introduction

Your brand isn't what you say about yourself in a tagline or a logo.

Your brand is the story people tell about you when you're not in the room.

This worksheet is going to help you get clear on what that story actually is, and what you want it to be.

Spend 10 minutes on each section.
Be honest.

This is just for you.

Section 1: Your Real Business

What problem do you solve? (The real one, not the marketing version.)

Who has that problem most acutely?

What do they tell other people after working with you?

Section 2: What Your Customers Actually Say

PICK THREE CUSTOMERS OR CLIENTS YOU TRUST.

What would they say you're really good at?

Customer 1:

Customer 2:

Customer 3:

Section 3: Your Transparency Audit

In what areas of your business are you being fully transparent with your team, customers, or community?

Where are you holding back?

(Be honest. Nobody's judging.)

Pick one area. What would change if you were more transparent there?

Section 4: Your Brand In Action

How do you want people to feel after they work with you?

What's one way you could reinforce that feeling without spending money on branded merchandise?

Do This Next

Your brand is built by **consistency, trust, and solving real problems.**

It's **not** built by expensive campaigns or branded swag.

It's built by **doing what you say you'll do.**

It's built by **being honest** about what you know and don't know.

It's built by **staying focused on your real mission.**

This week, do **one thing** that reinforces your actual brand.

Make a promise to a customer and keep it. Be transparent about something you've been hiding.

Show up fully as yourself.

That's how brands actually get built.