



# Brand Building Cheat Sheet

Does Your Personal Brand Reflect Who You Are at Your Core?

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# WHAT IS Branding

Branding can seem very confusing at first because there isn't any one thing you can point to and say, "That's a brand." A lot of people think of Coca-Cola, IBM or Apple. You see a logo in your mind, and you think the logo is the brand.

Actually, it's not. Your logo and your tagline are just one tiny aspect of your brand. Your brand has more to do with an experience, a feeling, an emotion.

Your brand is a combination of elements that can be summarized in this way...

Your **BRAND** is the  
**PROMISE** of  
an **EXPERIENCE**  
with YOU!

# WHAT IS Branding

Your brand is an opportunity to create:

- Meaningful, thought-provoking connections with your clients.
- And create focus, intention and energy for YOU in building your business.

In this self-evaluation, you will review your current online presence and determine if you have a clearly defined brand already or if it could use some refining and sprucing up!

Answer the questions with rigorous honesty. If there is something that you don't like or feel is unclear, write it down. If it is unclear to you, I am 100% sure it is unclear to your customers.

If you are just getting started and really haven't created your online presence with thorough intention, then allow these questions to spark the creative flow!

You have everything you need already inside of you to create an amazing brand presence that will impact the world! You have it because God designed it within you.

Let your light shine!

The world needs you!



With love and faith,

*Stephanie*

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# THE BASICS OF *Your Brand*

Do you have a logo you like?

What are your current brand colors?

Do you consistently use these colors?  
(on your website, social posts, other documents)

Does your website clearly state what you offer and how to buy it? Or does your site confuse your customer?

Are you hard to do business with? Are there many steps, or hoops, or clicks? Describe the buying process.

# TAKE IT Up A Notch

What is your brand promise?

Does your online presence reflect your expertise accurately?

Is there a flow to your online presence across social media platforms and your website? (Same or similar pictures, colors, themes, look and feel)

Describe how you want your customer to feel when they come to your website?

What do you believe is possible for your customers?

# TAKE IT Up A Notch

Does your website reflect what you believe spiritually?  
Do you want it to?

Are you excited by the clients you attract, or do they seem to drain you?

What does your About Me say about how you help your customers?

What do you feel is missing from your website or social presence?



# DOING THE *Brain Dump*

Now that you have evaluated your current online presence, set a timer for 7 minutes and do a brain dump of all the ideas that come to mind.

Don't judge the ideas, just write them down.



After the 7 minutes, read over your ideas and circle the three easiest ones to implement first. Then go do them!

I am definitely in a season of growth with my business right now, and through my time working with Stephanie I began to see how limitless that growth could be. Rather than conning myself into my own ideas and implementations of them, Stephanie helped me to look further down the road so that I am setting myself up for a more scalable success.

*Stacy McDonald*

Thank you, Stephanie! Before I started coaching with you, my husband and I were really struggling to make our business profitable. We were so afraid of losing customers that we were losing money. We would discount our services so much that sometimes we were paying out of pocket to complete the job. So much in our business has improved just in the few months you have been coaching me. I have more confidence in my business. We have stopped negotiating prices, and we are no longer working for free. Our pocketbook isn't crying anymore!

*Fati Kamara*

The visualization exercise that Stephanie took us through was incredibly helpful for me. We are usually so hard on ourselves and have trouble recognizing our own strengths. The journaling prompts helped me to see that I am right where God wants me to be and gave me permission to enjoy the life I have right now. Enjoy the blessings!

*Shawna Young*

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# YOUR *Next Step*

*Ready to take your personal brand to the next level?*

In my online course *Branding Is Personal* you will learn how to Be Authentic, Be Clear & Stand Out from the crowd by creating a personal brand that is uniquely YOU!

*Branding Is Personal is for you if you are:*

- just starting a blog, business or website
- ready to rebrand your current online presence
- a business owner or sales representative looking to grow in a fun, high-energy group
- an amazing woman who knows you have more to offer, but can't quite pinpoint it
- a woman who wants to grow personally and professionally

*The next group starts soon!*

*Get on the waitlist*

*[www.brandingispersonal.com](http://www.brandingispersonal.com)*

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