

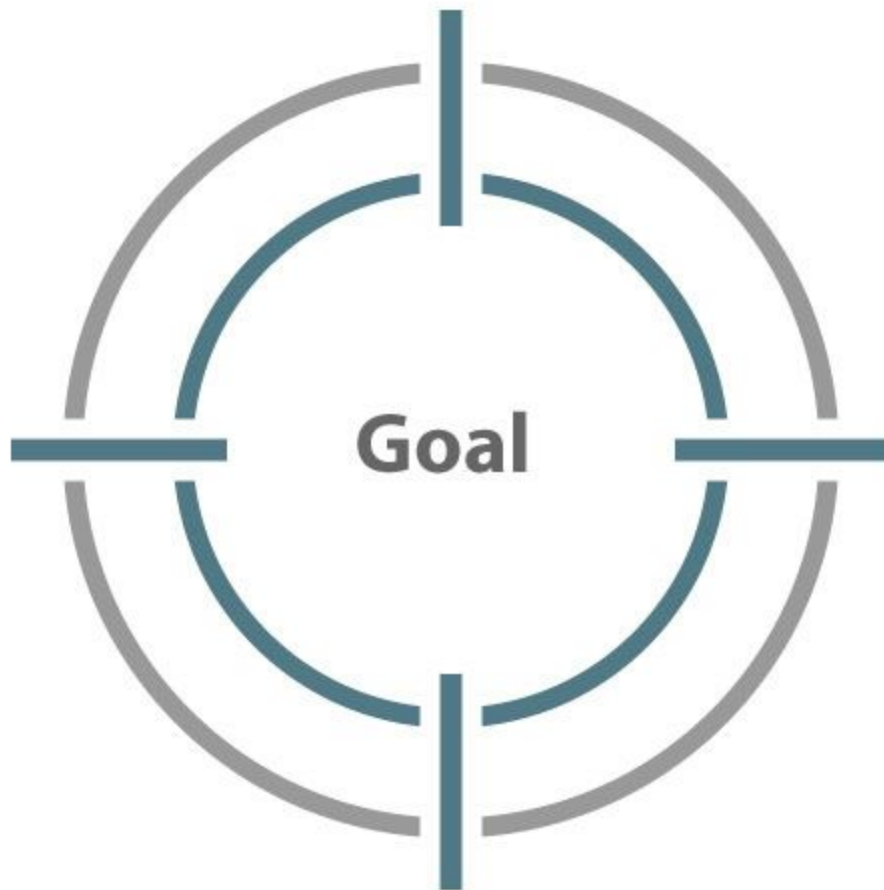
# Brand Aim Workbook

Related Tutorial: [How to Grow Your Freelance Brand Without Losing Your Sanity](#). By: Julia Melymbrose.

Use this workbook to explore your new branding goal. Dig into the four quadrants that will help you take aim and hit your target.

## Take Aim

Add your new brand direction or new project goal in the center of your sights. What branding goal are you aiming at?



# Understand Your Aim

Each of these four areas represents a different component of your brand. They are created by slicing your goal within these crosshairs.



## 1. Skills (Internal + Hard)

### Questions to Ask About Your Skills:

Do I have all the skills I need to move my brand in a new direction?

If I don't have the skills, then how can I get the skills I need to serve my audience? Is there a program, a class, or a specific course I can take before providing this service or building this product?

If the skills I need are completely out of my field of expertise, who can I hire to help me out? Who can I ask for recommendations or for exceptionally skilled professionals in this area?

If I have skills, do I have the experience and confidence to provide this service, or should I find ways to get more experience first? (For example, offering a few cheaper appointments in exchange for testimonials or feedback.)

## **2. Offers (Hard + External)**

### **Questions to Ask About Offers:**

Do I want to add a completely new offer or adjust something I'm already offering?

How does this new or improved offer fit in with my other offers?

## **3. Role (External + Soft)**

### **Questions to Ask About Your Role:**

What is my current role in the industry? (Video expert, one-on-one consultant, inspirational motivator, or something else?) How does my role fit into the landscape of the industry?

If I'm moving in a new direction, how can I meld the new role with my existing one?

Which of my products or services have been the most popular so far? (What do people really want to learn from me?)

How can I expand my current role to include the new direction or new offer?

#### **4. Personality (Soft + Internal)**

##### **Questions to Ask About Personality:**

What is my brand's personality? Is it humorous and lighthearted? Is it inspirational? Motivational? Write down all the characteristics you think apply, starting with the most important ones.

What are my brand's core values?

How can I use these to promote my new products or services?

Do I want to stress some of my personality aspects more (or less) than I have been so far? Which ones and why?

## **Congratulations!**

After you've directed your aim through the four components of your brand, you'll know how to guide your brand towards any goal you wish to reach.