



# BRAND YOU

“

*Style is a way to say*

**WHO YOU ARE**

*without having to*

**SPEAK**

-Rachel Zoe

# HI, I'M CYNTHIA!

I'm going to help you make sure you put your best foot forward on the web. Whether you are starting a new blog or business, or looking to take your existing business to the next level, you have to do a little soul searching first!

Starting your online adventure should be fun. Once you are clear on what you are building, who you are talking to, and injecting YOURSELF into your site, you'll be ready to build the brand of your dreams.

You've got something special that only YOU can give to the web. To quote Martha Graham:

*“There is a vitality, a life force, an energy, a quickening, that is translated through you into action, and because there is only one of you in all time, this expression is unique. And if you block it, it will never exist through any other medium and will be lost.”*

This quick worksheet will help you get clear on what you're building on the web, and tapping into that unique expression that only YOU have to give!



# GET CLEAR ON YOUR BIZ

What is your blog or business name?

What is your tagline?

What does your business do, are you a blog, a business, do you provide a service, are you selling a product?

What makes you different, how do you stand out from the competition?

How do you feel about your web & branding now? There is no wrong answer here. You can use descriptive words and phrases to help you get clear on the feelings your site brings.

“  
*Branding is what*  
**PEOPLE SAY**  
*about you when you*  
**ARE NOT IN**  
*the room*

-Jeff Bezos

# GET CLEAR ON YOUR CUSTOMER

Who is your customer?

What are they about, age-sex-favorite color...?

Name 3 or 4 brands that your customer loves:

How do you help your customer? Why do they use your product or service?

How does your customer feel when they hit your site? Do they understand what you can do for them? Are they attracted to the colors and fonts you are using?

“*EVERYTHING*  
is designed  
*few things are designed*  
**WELL**

-Charles Eames

# GET CLEAR ON YOURSELF

Name 3 brands you love:

What kinds of words come to mind when you think about these brands? Use as many words you can think of:

How do you feel when you visit these brands websites, or brick and mortar store?

What qualities or feelings from these brands can you incorporate into your brand/website?



*congratulations*

**You did it!**

You've taken your first step to carving out your perfect place on the web. SO exciting! If you want to explore how I can help bring your vision to life, please don't hesitate to reach out at [nwdweb@gmail.com](mailto:nwdweb@gmail.com).

*Wishing you ALL the best,*

**Cynthia**