



MINI BRAND CLARITY WORKBOOK

For Small Business Owners Who Want to Stand Out and Attract Their Dream Clients





WHO ARE YOU, REALLY?



What do you do?

What are 3 words that describe your personality or style?

Why did you start your business?



DO YOU KNOW WHO THEY ARE?



Who is your target audience?

Demographics:

Gender:

Profession:

Age:

Location:

Family status?

Employment status:

What are their hobbies and interests?



WHO DO YOU REALLY WANT TO WORK WITH?



Sum up your ideal client

What are they struggling with?

How do you help?

BONUS: What are they Googling late at night when they need someone like you?



WHAT MAKES YOU YOU?



What do clients compliment you on?

What makes your service or product unique?

What's your secret USP or vibe?

LOOK AT YOUR TESTIMONIALS to help guide you for example here's one of mine:



Working with Eddie was an absolute delight. She is not only a talented photographer but also a kind and professional individual who genuinely cares about her clients. I will definitely be booking her again for our next photography needs





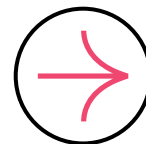
HOW DO YOU WANT PEOPLE TO FEEL WHEN THEY DISCOVER YOU?



CALM	INSPIRED	CARED FOR	ENERGISED	CONFIDENT
SAFE				

Circle the words that are how you'd like clients to feel

Blank Spaces for more of your own words



DOES YOUR BRAND MATCH THE MESSAGE?



- **Do your visuals match the vibe you chose?**
- **Are you visible online?**
- **Is it time for a brand refresh?**

☐☐☐

TO DO LIST

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**NEED HELP? Let's chat about a brand
photoshoot**

WHATSAPP ME

[eddiejuddphotography.com](https://www.eddiejuddphotography.com)

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For Small Business Owners Who Want to Stand Out and Attract Their Dream Clients

YOUR DREAM CLIENTS ARE OUT THERE. LET'S HELP THEM FIND YOU...

Amazing job on completing your brand clarity guide!

Have you seen my SUPER BOOST your brand guide?
It's packed with tips from industry pros to help you get the most from your brand photography.



FREE GUIDE

SUPER BOOST YOUR BRAND



GET YOUR FREE GUIDE HERE

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