

**your brand**  
**does it  
match?**

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Align your messaging with your  
brand visuals





## do you ever look at your social media profiles or website and feel like your visuals don't match what you're trying to communicate?? **we've all been there.**

With everything in life, things are constantly growing and changing, and the same can be said about your business. To make sure you are on the right path and serving your target audience, you, as a business owner, should regularly take the time to reflect and ask yourself if your messaging is aligned with your brand visuals. It's important to remember, **your messaging and visuals should cater to your customers and not yourself.**

Answer the questions below as a way to check-in with yourself and your brand. By identifying and understanding your goals, vision, ideal customers, and brand personality, you will be able to determine if your messaging aligns with your brand visuals.

It's ok if your answers start becoming redundant. **That means you're orbiting around something juicy and valuable!**

During this process, ask yourself if you are purposefully choosing your visuals because of personal preference, or if you are genuinely keeping all the above (goals, vision, customers, and personality) in mind.

**LET'S GET STARTED!**



# an overview

to evaluate yourself and your brand we will go  
over **3 elements**

And those consist of understanding the following:

## your goals & vision

Do your brand visuals relate  
to your goals and vision?

## your ideal customers

Do your brand visuals  
resonate with your ideal  
customers?

## your brand characteristics

Can you identify your brand  
characteristics and do they  
match your brand visuals?



## let's start at the beginning – your goals and vision:

Your vision is your big idea, high-level concept, and your ultimate company goal. Ask yourself: Who are you? What do you believe in?

**The main benefits of establishing a solid vision and company goal are to:**

- Create a core rallying point for everyone to use as the foundation for your brand
- Build unity
- Drive creativity

**Knowing your goal and vision will be the foundation for all your decision making – even your brand visuals!**

What is your main goal?

Do you have a vision?





## **understanding and identifying your ideal customers:**

Knowing your target audience gives insight into how people might use your product or service. It drives your marketing messaging, so you know how to speak directly to customers, and allows you to understand their needs.

Who is your ideal client? What are their needs? I recommend doing 3 personas. (Their name, age, occupation, education, etc...The more detailed the better!)

*Persona #1*

*Persona #2*

*Persona #3*





What are the functional benefits that you deliver to your customers?  
Are they unique?





## identifying your brand characteristics:

**The main goals in establishing your brand's characteristics is to:**

- Establish your brand visuals
- Build a personality that resonates with your audience
- Drive creativity and build unity
- Teach your audience how your product can fit into their lifestyle
- Lays the foundation of how and what you choose to represent your company, even down to the people you hire

**Your Brand Characteristics should describe human attributes, be unique, and be you!**

It will inspire loyalty, create reliability and authenticity, and develop a voice for your messaging and theme for your visuals! We'll even give you an extra page so you can go crazy!

When people think about your company (or your specific product or service), what are the feelings, emotional benefits, and associations you want them to have?





What kind of personality or characteristics does/will your brand have?  
Google search words if you have to!

What type of personality should it **NOT** have?

Not sure about your brand characteristics? [We can help!](#)



## reflection time!

### let's check-in:

Based upon your answers, can you see if your messaging aligns with your brand visuals? Let's go back to those three questions that were asked in the beginning of this workbook.

#### Ask yourself:

- Do your brand visuals relate to your goals and vision?
- Do your brand visuals resonate with your ideal customers?
- Can you identify your brand characteristics and do they match your brand visuals?

If you cannot answer one, or all of the questions above determine what areas need refining so that everything is connected and cohesive.



### let's connect!

Would you like to transform these answers into a visual game plan so you level-up your business? Or attract your ideal clients? [Then schedule a call with us.](#) We can't wait to hear from you.

With gratitude,  
Jess and Nelson