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Give new strength or energy to; reinvigorate.

A foundational clarity tool for founders who want alignment, resonance, and direction.

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“If you can’t explain it simply,
you don’t understand it well enough.”
— Albert Einstein

I'm so glad you're here.

This workbook was created for business owners who know their brand matters—but aren't quite ready to hire outside support yet. If you've ever struggled to clearly explain what you do, who it's for, or why it's different, you're in the right place.

This workbook is **Part One of The A.D. Method™** — a guided, three-part system designed to help you uncover the strategic truth of your brand before moving into visuals or messaging. This first step is about building clarity. You'll begin defining the core of your brand so it becomes easier to talk about, easier to design, and easier for others to understand.

You don't need any branding experience to move through this. Every prompt is simple, reflective, and designed to help you articulate what already exists within your business — even if the words haven't come easily before.

This isn't about writing perfect answers.
It's about discovering your value.

By the end of this workbook, you'll walk away with:

- A clear sense of what makes your brand distinct
- A deeper understanding of the people you serve
- A simple, grounded brand statement
- A roadmap for creating a consistent brand

The outcome:
A brand that finally makes sense — to you, and to the people you want to reach and impact.

This process is designed not to be rushed, but to be slow, thoughtful, and grounding.

Give yourself space—about 20–30 focused minutes per section. Move at your own pace.

A few reminders as you move through:

- Be honest. Clarity only works when your answers reflect what's true.
- Pause when something resonates. Insight often shows up as surprise, emotion, or relief.
- Return to these pages as your business evolves. This work isn't one-and-done.
- Trust the process. Clarity deepens—and becomes more powerful—over time.

YOUR WHY

The heart of your brand.

Purpose:

To uncover the deeper motivation behind your business — the emotional anchor your brand must be built on.

Prompts:

Why does your business exist beyond financial goals?

What change, experience, or transformation are you here to create?

→ “I started this brand because...”

→ “The impact I want to create is...”

Reflection:

If someone could feel only one thing after interacting with your brand, what would that feeling be?

YOUR AUDIENCE

Who you're here for.

Purpose:

To understand your audience as humans — their desires, frustrations, values, and aspirations.

Prompts:

- Who are you truly here to serve?
- What do they believe in?
- What are they working toward?
- What do they value most?
- What clarity, support, or transformation are they seeking?

Exercise:

Give your ideal audience a name and a short story. Describe who they are at their best — and how your work and brand helps them move toward that version of themselves.

YOUR OFFER & VALUE

What you actually do.

Purpose:

To articulate how your work creates meaning and solves real problems — practically and emotionally.

Prompts:

- What problems do you solve?
- What makes your approach different or more aligned?
- What do people gain emotionally when they work with you?
- “My brand helps people...”
- “Unlike others, my approach is...”

Reflection:

List three adjectives that describe how your brand should feel to your audience.
(i.e. grounded, human, energizing, intentional).

How your brand is experienced.

Purpose:
To articulate the emotional tone, energy, and presence of your brand — the part people feel instantly.

Prompt:

→ When someone encounters your brand, how do you want them to feel?
→ “When someone interacts with my brand, I want them to feel...”

Exercise:

→ Write 3–5 “Brand Essence Statements” that describe the experience of working with you.

Examples:

→ “We bring clarity to the overwhelm.”

→ “We turn intention into expression.”

→ “We make design feel deeply human.”

How your brand looks & sounds.

Purpose:

To explore whether your visuals and your voice match the story you're trying to express.

Prompts:

→ Visually — what comes to mind when you imagine your brand?

(i.e. colors, textures, light, movement, environments)

→ Verbally — what tone or language feels natural?

(i.e. warm, direct, calm, playful, grounded, minimal)

Exercise:

→ Create two columns

→ Note any gaps, inconsistencies, or moments that feel “off” between the how your brand is interpreted and how it comes across visually. This is your first glance at cohesion.

How It Looks

How It Sounds

POSITIONING

Your elevator pitch.

Purpose:

To give you a clear, confident way
to introduce your brand anywhere
— online or in person.

Framework:

→ We help [audience] achieve [result/feeling] through
[method/approach].

→ Example: “We help purpose-driven founders find clarity
and confidence through intentional design and strategy.”

Exercise:

→ Write three versions of your “Brand
Positioning Statement”. Edit until one
feels grounded and simple.

01

02

03

Combining all parts into a whole.

Purpose:

To help you evaluate what is consistent —
and what needs refinement or rethinking.

Framework:

Now that you've clarified your foundation...

- Does your website reflect who you serve?
- Does your logo or voice match your core objectives?
- Do your visuals create the feeling your audience needs?

Exercise:

→ Write down 2–3 actions you can take to bring your brand into
deeper clarity. This becomes the beginning of your strategy.

01

02

03

NEXT STEPS

Your brand evolves.

Consistency is not a one-time milestone — it is an ongoing practice or repeated, intentional, and adaptable action. Your brand will evolve as you evolve. The more connected you are to your foundation, the more naturally your audience will connect with you. Thank you for taking the time to root into what your brand truly stands for. This is the most strategic choice you can make for your business.

Further Steps:

- Explore your next layer with the Brand Voice & Vision Workbook.
- Book a Brand Alignment Review to translate your clarity into strategy, messaging, and design.

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How to Execute.

These tools can help you begin applying your brand clarity in practical ways. Think of them as optional — they offer insights, but each requires time, practice, and experimentation. If you prefer to move forward with expert guidance, the next phase of The A.D. Method™ is designed to support you.

1. Strategic Clarity & Message Development:

- Notion for organizing ideas
- Miro for mapping your brand visually
- Milanote for creating brand essence boards

2. Audience Understanding:

- Google Trends for search behavior
- AnswerThePublic for audience questions
- Typeform for surveys and insights

A.D. STUDIO