

# *Authentic Brand Blueprint*

## MODULE 1



WHO AM I???

Get Clear on your Authentic Message,  
Brand and Target Market.

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## Who am I?

Having your own personal brand requires a level of self-awareness unlike any other profession. If you haven't specifically

I KNEW myself (or so I thought) when I started my business at 38 years old. But each time my coach told me my target market would make a good blog post, I had to dive inward.

Some big mind-blowing discovery came up and I changed my whole target market, ideal client, messaging, funnel, facebook group, graphics...you name it.

I started over every single time.

None of them were the real truth. They were all very important pieces of my truth that I needed to discover, but they were not my core.

In other words, self discovery is extremely important when refining your message and your brand and making sure your followers know who you are and know why they need to pay for your support.

The following are journal entries that will allow you to dive in, decipher and decide what the puzzle pieces are and how they fit together.

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1. What's your vision for yourself in the next month? Year? 5 years? Go big here. Journal this out. There are no limitations or consequences.
  2. List everything that you're naturally good at.
  3. Does it light you up? Are you passionate about it?

Naturally Good At	Love it? Passionate? Yes/No
)	(
)	(
)	(
)	(
)	(
)	(
)	(

3. What was your childhood struggle?
4. What have you studied about yourself SO much, struggled and overcome? (Mine was to feel worth. I never felt good enough. In my adult life lack of self worth manifested in lack of receiving money.) What was it for you?

Being clear on this is an eye into what you're meant to help others transform. Nobody is an expert in this area like you are.

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5. Do you identify with being more compliant or defiant? In what ways?  
(This is a really big one because no matter whether you followed the rules or broke them, you weren't living your truth. This question is meant for you to gain awarenesses that will lead you to your authentic truth.)

6. What are your celebrations and accomplishments?

7. What result can you help someone with right now?

8. Is this in the area of love/self-love, money/business or health/weightloss? (These are the predominant 3 areas of sales across all industries.)

9. Looking at all your reflection from 1-8, what are your big takeaways? Who are you? What are the throughlines? Can you see your core more clearly?

10. Go back to #1 where you described your vision. What kinds of activities can you do right now with this renewed sense of clarity toward that goal?

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