

# How well do you know your *brand*?

**ASKING THE RIGHT QUESTIONS AND DIGGING INTO YOUR "WHY"**

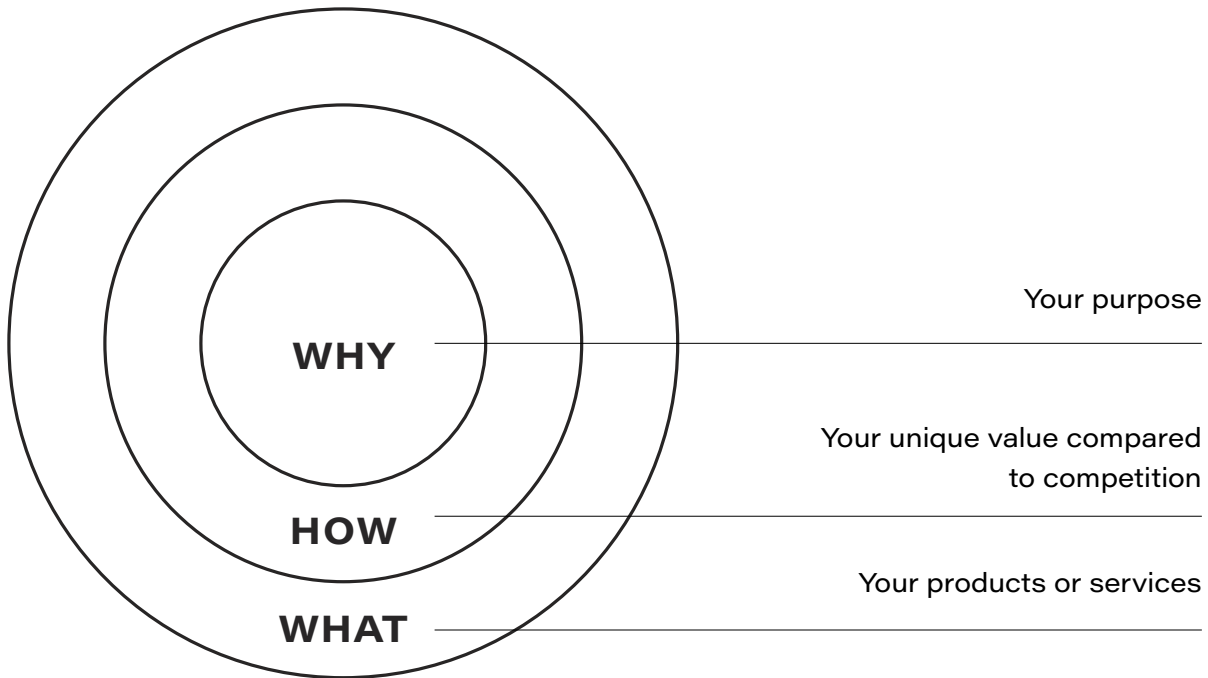


If you're reading this, it means you take your values *seriously*.

It also means you're not afraid of the hard work to create and meet your practical business goals. So, we want to be honest with you. This will take you some time to complete. But the time invested here will give you clarity on your next steps. If you got through Geology 101 in undergrad, this will be a breeze.

Treat yourself to coffee or a lunch out, pull up this workbook, and let's get started.





We'll get more into questions specifically regarding this later in the workbook, but for now consider the simple question:

**why do you do what you do?**

In a sentence format:

We make \_\_\_\_\_ for \_\_\_\_\_  
what how  
 so that \_\_\_\_\_.  
why

Here's an example of ours:

We make **visual brand identities** for **purpose-driven companies** so that **they can build better relationships with their clients.**



# How to use this workbook:

This worksheet is split into three sections:

**Origins** (past)

**Current Climate** (present)

**The Road Ahead** (future)

## 1. Answer these questions honestly in a technology-free zone.

Having no distractions will help your mind to focus on how you really think about your business. No reference material, no old photos, no one sliding into your DMs, no assortment of Google Docs. Just you and paper.

## 2. Start with the right expectations.

There's a high probability that you won't be able to comprehensively answer every question. That's okay! Think of this as a brainstorming session with yourself. No answer is right or wrong. If you get hung up on something you haven't considered before, mark the question and come back to it.

## 3. Use your top two business goals as a filter for how you go through these questions.

Making progress towards your goals requires taking honest inventory of your skills and resources. And, that's good news! If you're a one-person team, it wouldn't be fair to yourself to create the same goal as a business with 50 employees.

As a brief refresher, here's what qualifies as a healthy goal (aka, a SMART goal):

### **Specific**

(simple, sensible, significant)

### **Measurable**

(meaningful, motivating)

### **Achievable**

(agreed, attainable)

### **Relevant**

(reasonable, realistic)

### **Time bound**

(time-based, time/cost limited)

On the next page, take a moment to write down one or two healthy goals for your business for the next year.

**MY TOP TWO HEALTHY BUSINESS GOALS FOR THIS YEAR:**

**1**

**2**

# Well done!

---

Creating realistic, actionable goals is tough work. Now let's define terms then jump into some questions.



# Definitions

---

You'll hear us use these words throughout this workbook and we want to be clear on what we reference.

**Audience:** Fans of your company, often on social media. This is not always the same as a customer.

**Customer / Client:** People who pay for your product or service.

**Goals:** The object of your company's ambition or effort. Your desired result. See SMART goals from page 4.

**Brand:** Your business reputation. How you're perceived and experienced by the world. This is different from what you do.

**Company:** You, as a business, and what you do.

**Logo:** The visual mark associated with your company. Whenever someone sees it, they're reminded of your brand (see above).

**Visuals:** Literally anything seen by your audience / client. These include photos, designs, and videos.

# Origins

Let's go back to the beginning. Maybe that was yesterday, maybe that was six years ago. Reflecting on your origins will remind you of the soil you were planted in and provide a framework for moving forward.

Why did you start or join this company?

Excluding any financial motivation, what does your business give to you?

Do you understand your reason for existing as a company? (i.e. your *why*)

How do your customers perceive your company? (aka, what is your brand image?)

If your brand were a person, what would it be like?  
(Remember, brand here refers to perception / reputation)



Why do people want to be associated with your brand?

What might turn people away from your brand?

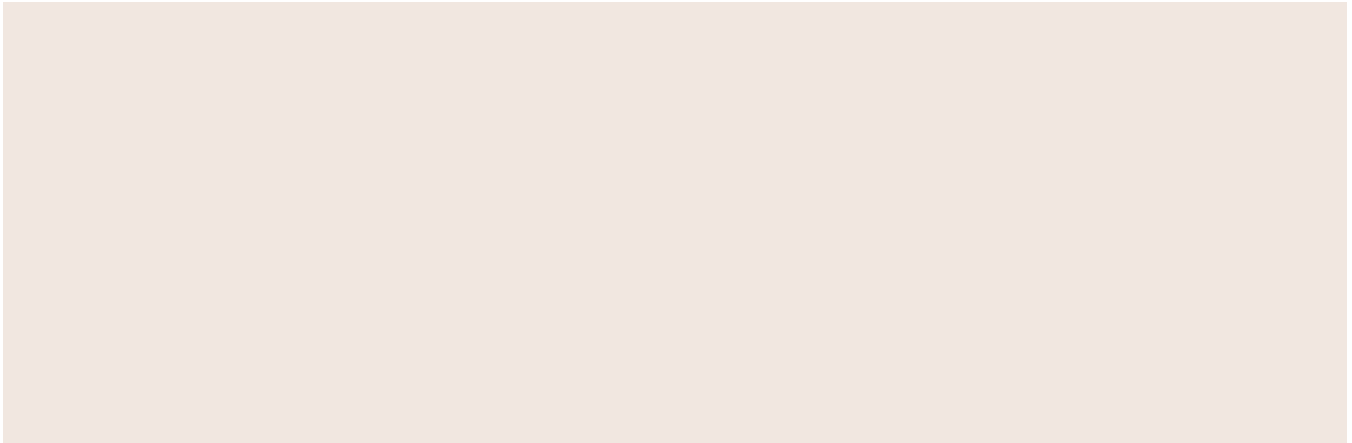
# Current Climate

Now that you've explored your foundation, let's dig into what business is like right now. Like, today. Like, this week. These questions help you take the pulse of how you're performing and will inform you on how to best move forward.

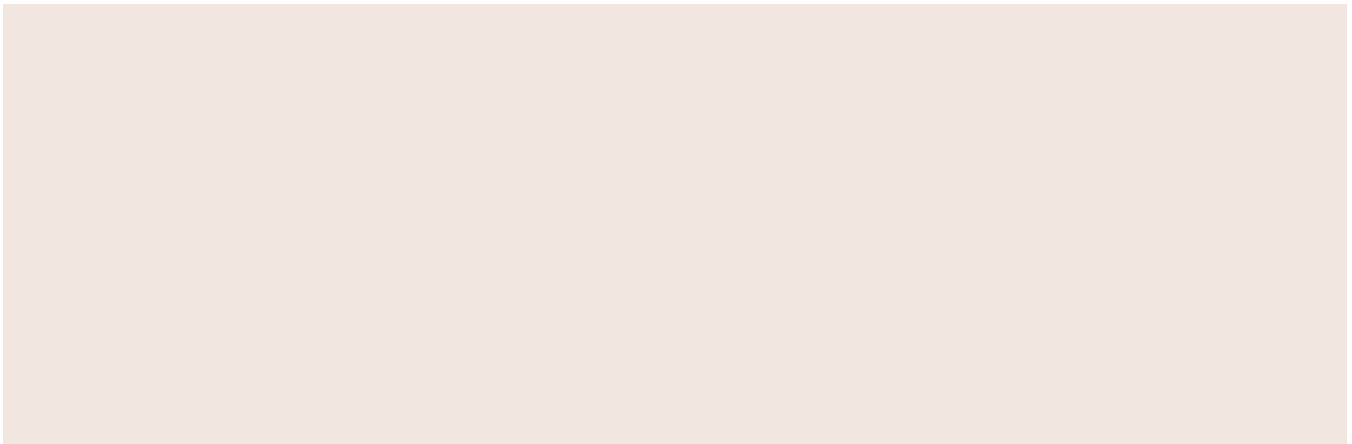
Who bought your product or service in the past month?

Who do you *wish* bought your product or service in the past month?

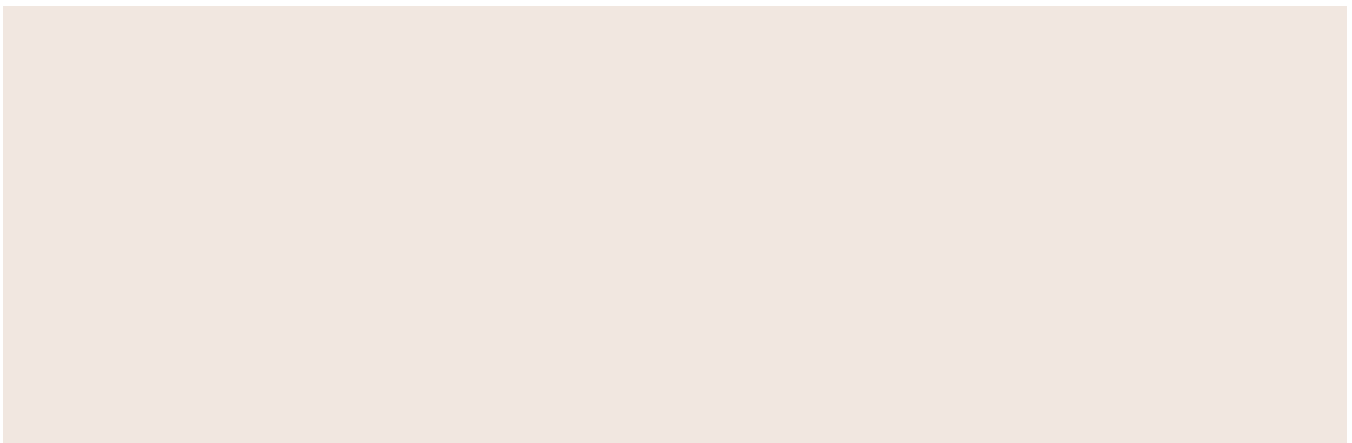
Who is engaging with you on social media (aka, "audience")? Is there a common thread you notice there?



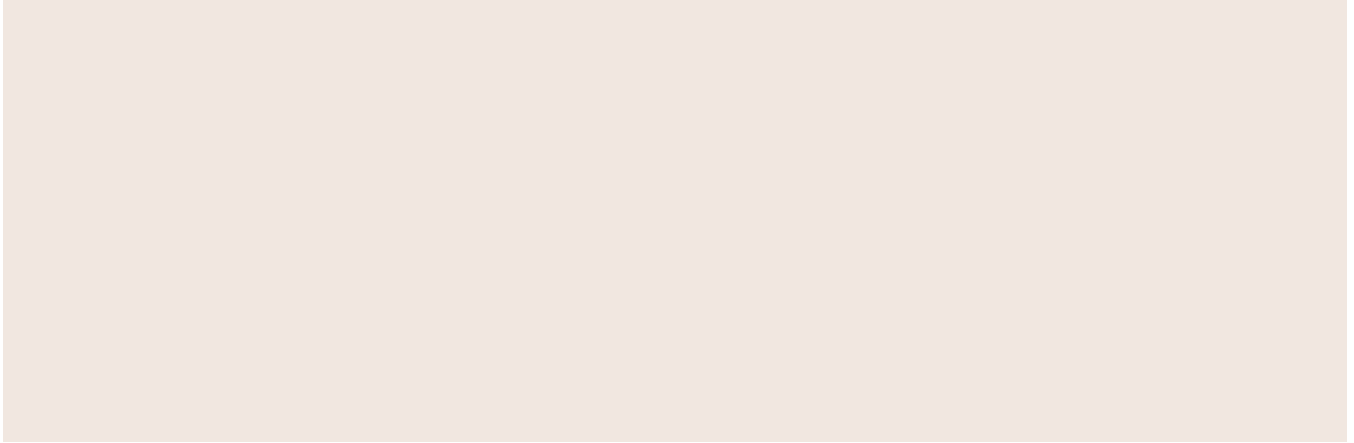
If your current audience isn't what you want it to be, why do you think that is?



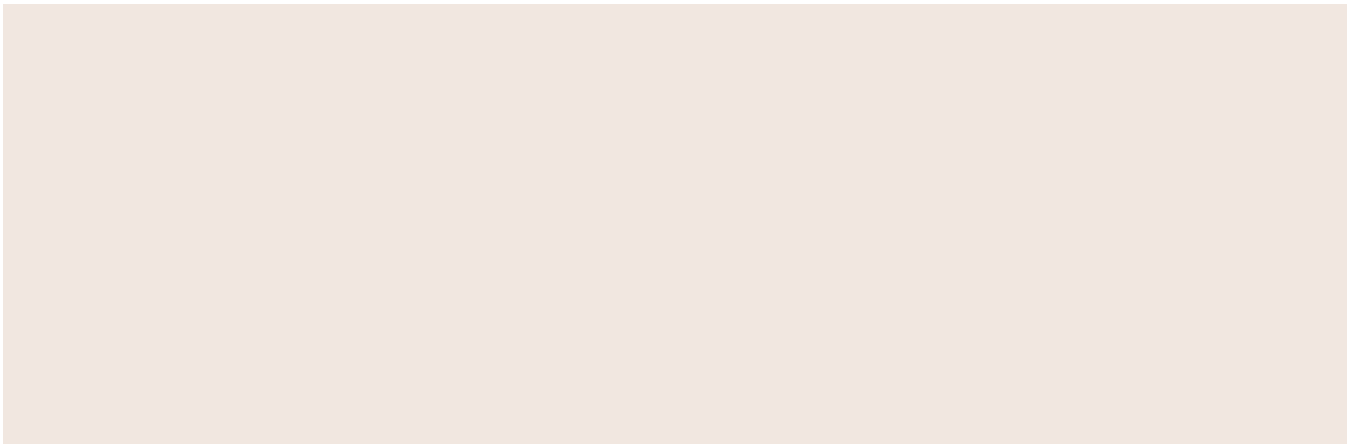
If your audience had to describe you in three words, what would they be? Try to think like your audience for a moment.



If your clients had to describe you in three words, what would they be? Try to think like your clients for a moment.

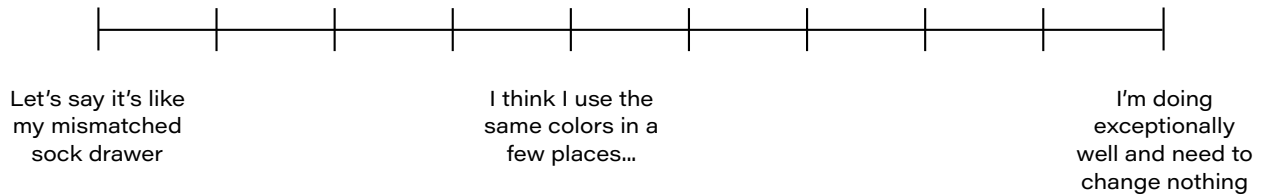


Do your audience and client experiences parallel one another (or align)? If not, how can you bring them towards each other?



What is the story behind your logo?

On a scale of 1-10, how consistent are your visuals across all platforms, digital and physical?



If you marked anything less than exceptional, how do you plan to improve?

What are two things you are doing well?

**1**

**2**

Name two areas that feel weakest to you.

**1**

**2**



# The Road Ahead

Remember the goals you wrote down at the beginning? Let's dwell on those for a moment. Knowing where you want to go is important in anything you do. Of course you have the freedom to change direction, make a right, or even turn around to go down a different street. But driving without a destination in mind is really just a waste of gas. With your goals you wrote out on page 5 in mind, think through the following questions:

How do you want people to perceive your company?  
(Refer to your answers on page 8 for guidance.)

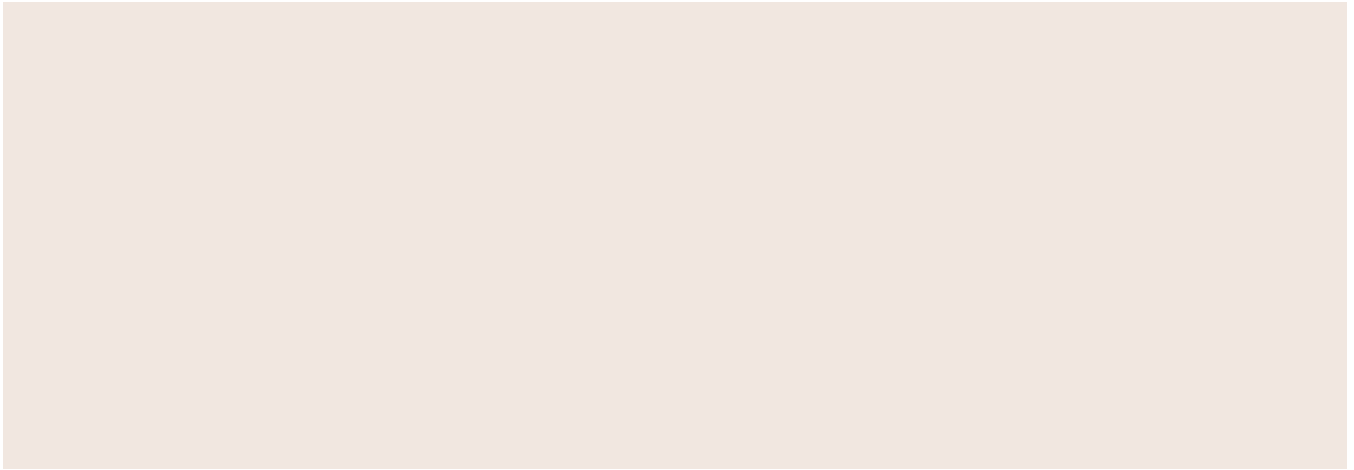
What are two ways you can influence their perception?

**1**

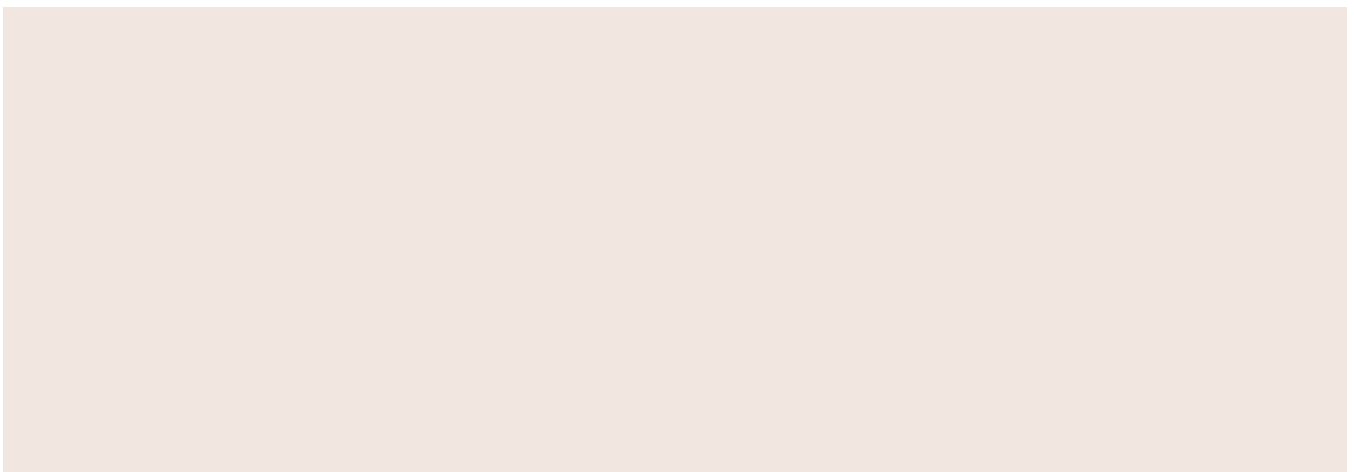
**2**



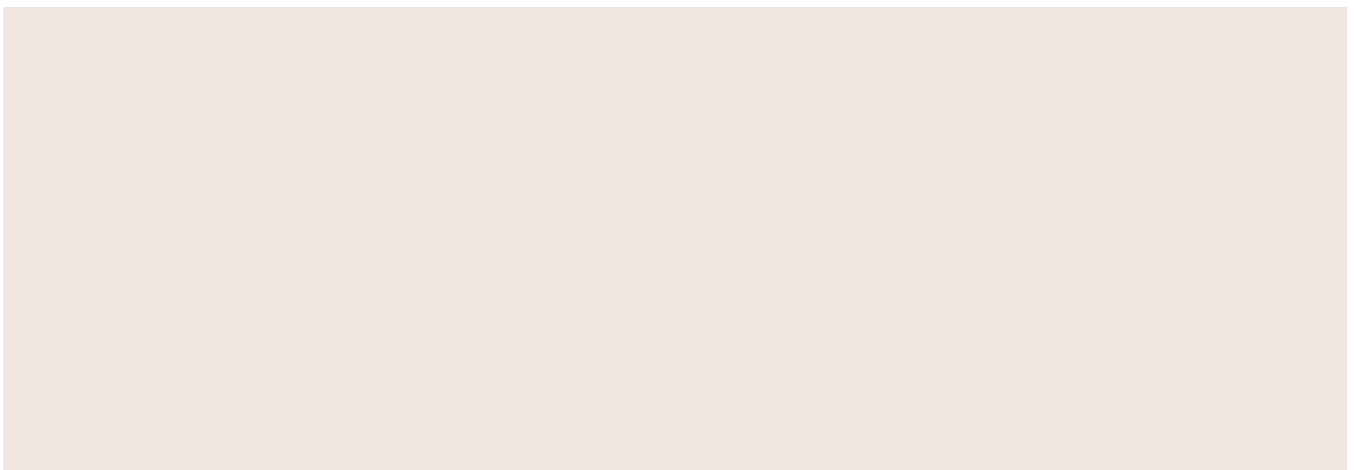
What tools can you invest in to meet your business goals that you spelled out on page 5?



What can you do in the next 24 hours to walk towards these goals?

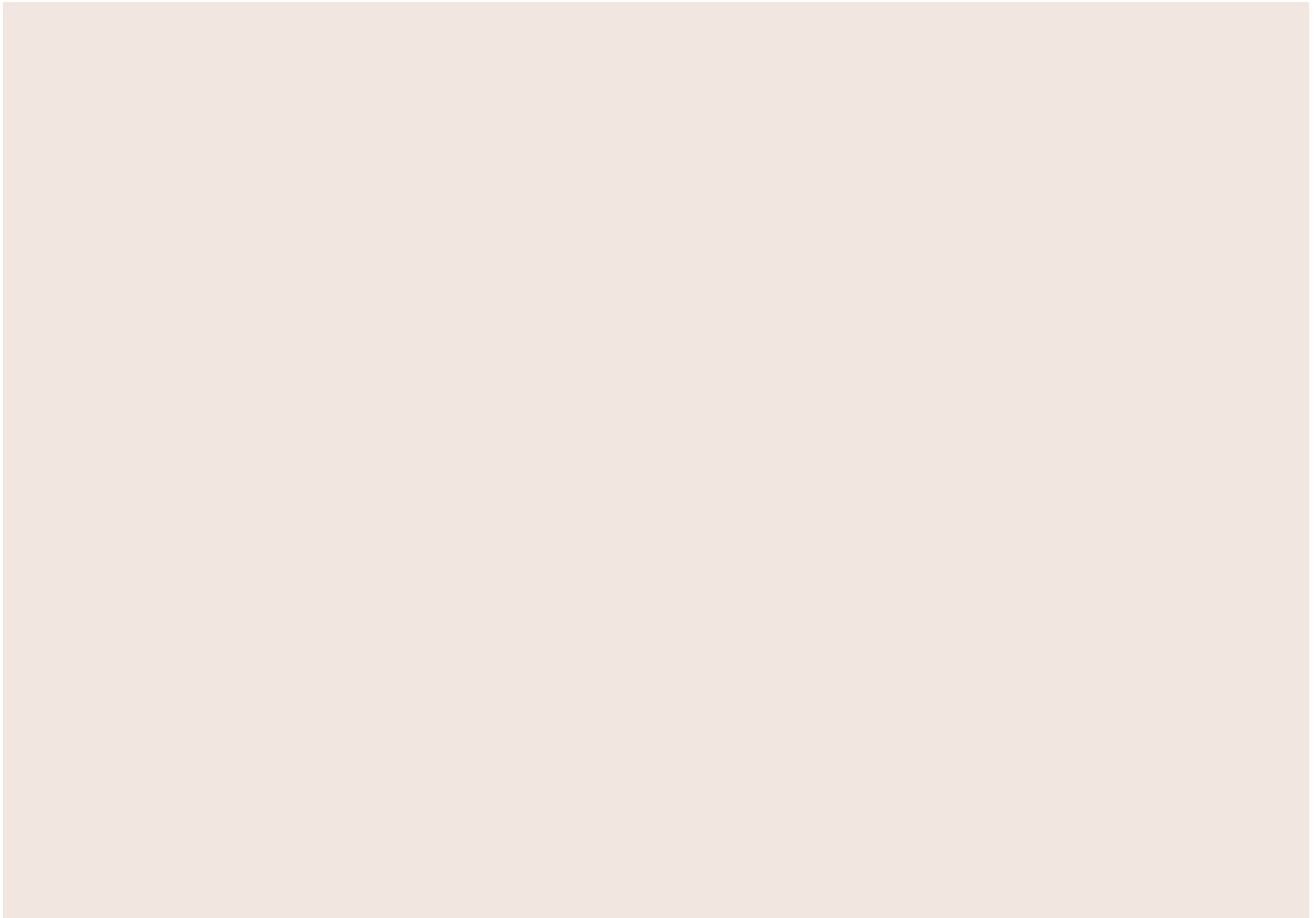


What can you do in the next week?





What can you do in the next 30 days?



# Congrats!

---

You just did the hardest work of all: getting to know yourself. At Terra Firma Studio, we believe any good thing begins with a firm foundation. (It is our name, after all). Working through these questions brings light to that foundation.

**Everyone desires and deserves healthy, authentic, and lasting relationships.** Creating a strong visual brand built on the solid foundation of your company is an important ingredient to cultivating enduring and genuine relationships with your clients.

We know this is tough work. But we also know you're the type of person who takes intentional time to push through the noise, get a clear vision, and invest in yourself.

If you're discovering that:

1. You need to rebrand to position yourself differently or better focus on the client you want
2. You don't have a clear visual strategy
3. You need help determining a way forward

Then drop us a line! When it comes to a visual rebrand, we will happily serve as your partner and guide. Ready to take that next actionable step towards building lasting relationships?

