

THE WORKBOOK

# *The essence of you*

GETTING CLEAR ON YOUR VALUES AND VISION AND THE EXPERIENCE YOU LIKE TO CREATE  
IS THE FOUNDATIONS FOR YOUR VISUAL EXPRESSION.



# *Re-ignite*

## *your passion*

First, I allow you to release all thoughts about branding and what that is or should be. Instead, I want you to think about how you want to feel when you interact and communicate. And how you want others to experience your vision and mission.

The foundations of your visual identity and expression are you, your ideas and your values. By being yourself, you already have a unique perspective, personality and presence.

Your business visual expression, the colour palette and the fonts you use, the images you choose and your logotype are all parts that can, and should, feel like an extension of you.

Through your marketing, website, social media and information materials you have an opportunity to tell your story and connect to your people. With a thoughtfully crafted visual identity, you express your vision and values cohesive and consistent.

You can definitely be in business without giving this a single thought, but life gets a little bit easier if you do.

Re-connecting with what you love to do ignites your passion. Doing things aimlessly trying to please everybody and nobody dilutes the joy.

Your vision and mission directs where you're going and why. You get clear on what to focus on, what to prioritize and what you can turn down.

So reconnect with your vision and passion by doing some focused work. Schedule a meeting with yourself. Print this workbook, head to your favourite coffee shop, turn off your phone and start working on getting clear on your what's, why's, how's, who's and core elements.





SCHEDULE A MEETING WITH  
YOURSELF TO RECONNECT  
WITH YOUR VISION & PASSION.

## *The basics*

COMPANY

## CONTACT

EMAIL

SKYPE / PHONE

LOCATION

WEBSITE

*You &  
your biz*

Spill the beans on your business, just write down all about what you do and offer.

- » What do you do?
- » What are your services or products? List them all.
- » How long have you been doing what you are doing?
- » Are you a solo entrepreneur?
- » Would you say you are your biz, a personal brand?



[illegible]

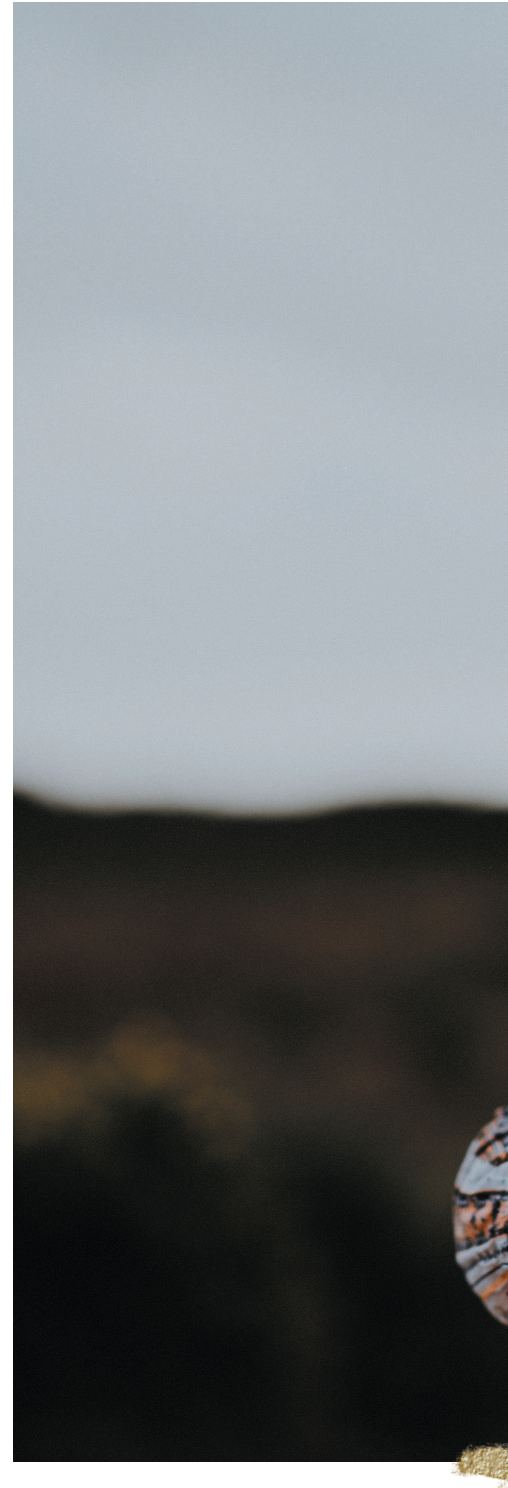
*Okay,  
take a breath  
and go on.*



# Why do you do what you do?

- » Why are you passionate about what you do?
- » What makes you enjoy your business?
- » What are the challenges, the passion, the inspiration, that makes you and your business thrive?

*Be specific.* Is there a specific kind of problem you love to solve? A special client that puts a smile on your face all through your work day? A project that makes you forget about time and space?

[illegible]



*What's your uniqueness?*

- » How are you unique?
- » What are you known for?
- » What do you do that others don't?
- » Why are clients or customers choosing you?
- » What are your strengths?
- » Your weaknesses?
- » What do you promise your customers?
- » What are you good at?
- » And what do you excel at?

*Think about it.* There are no right or wrong answers to this. Just your answers. And it's not rocket science - you have the answers if you just think about it.

We tend to compare ourselves with others and just seeing what they do better. And we might lose our confidence and drive focusing on the wrong things.

If you have your own biz you are a force to be reckoned with – not everybody would take that step. And you are daring, you have to have courage to leave a steady income and payed position.

*Go deeper.* Turn the focus back to you. You are doing a lot of really great things and even if a thousand people do things similar to you - they aren't you.

[illegible]

Are there anything in these answers that you want to be different? Why? How do **you** want to feel?





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*Whew,* time for a short break.

*Stretch* refill your cup. And move on.



# Who do you love?

Describe the clients or customers that you enjoy working with and why. Or if you lack clients think about who you really want to work with.

- » Who do you feel energized by?
- » What do your clients value about you?
- » Is there a group of clients or specific client that you want to attract more of?
- » Someone that would benefit from your business or someone you really would love to work with?
- » Who are your most profitable customers?
- » Are there clients you don't want to work with?  
And yes - it's totally okay to say no to clients. Or at least know who we prefer not to work with.

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***Focus.*** Is your answer “everybody”? Well it can be if you can invest gazillions or want to fail before you start. Trying to be relevant and interesting to everybody will dilute your message so get focused and try to reach the ones you really care about.



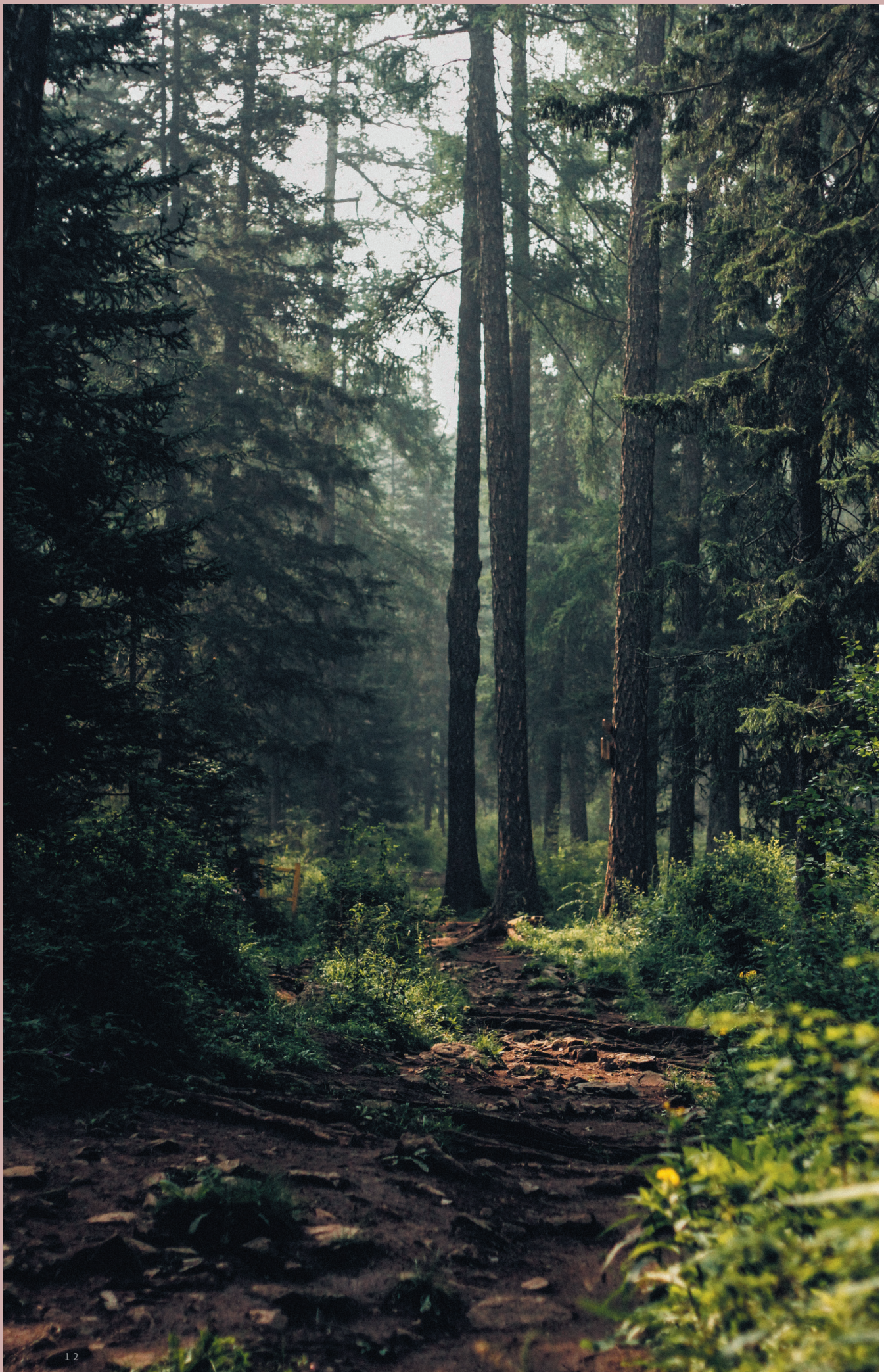
# How do you wow?

- » How would you like people to see you and your business?
- » What do you want them to feel?
- » To say when your not in the room?
- » What should they think?
- » Who should fall in love with your visual identity?
- » Who do you want to be blown away by it?
- » How do you want your visual identity to make you feel?

*Sum it up.* How would you summarize what you are looking for in your identity? It can be a word, a color, a feeling or a story.

[illegible]







# *Aims & objectives*

Sometimes we need our visual identity to fix a specific problem.

Maybe our business has taken on a life of it's own and grown in the wrong direction.

What we started of doing has grown out of proportion in our mission to serve everybody.

Maybe we want to work less, be more picky or change direction.

Knowing what we aim for is essential if we want to know if we have succeeded.

- » What outcome do you expect?
- » What is your goal or wish with your visual identity?
- » How will you know it's a success?

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**Look forward.** How do you see your way of being in business change or evolve over the coming years. Do you have plans for the future?

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# *Celebrate*

*you are done!*

You now have everything you need to align your way of being in business with your vision, passion and mission - you have the foundation to communicate authentic.

You have clarity on your message and story, and you also to know who you want to talk to.

And – you have everything you need to start working with your visual identity.

*Give yourself a high five!*

If you are on a design journey with me – now is the time to send me this workbook.

No need to edit, organise or re-write. Make a copy (scan, take photos) and let it land with me.

Send it to: [anna@annalinder.com](mailto:anna@annalinder.com)









*Hello I'm Anna,*

A VISUAL POET THAT SUPPORTS WOMEN THAT HAVE A HEART-FELT WISH TO COMMUNICATE THEIR IDEAS, PASSIONS AND STORIES. MY INTUITION GUIDES ME TO CREATE UNIQUE WORK THAT MIRRORS YOUR VISION AND MAKES YOU FEEL AT EASE TO GENEROUSLY AND HONESTLY SHARE YOUR MESSAGE.

ANNA  LINDER  
*visual poetry*