

BRANDING **THAT** WORKS

FOR STARTUPS, SMALL BUSINESSES
AND NONPROFITS



INTERACTIVE

WORKBOOK **No B.S.**

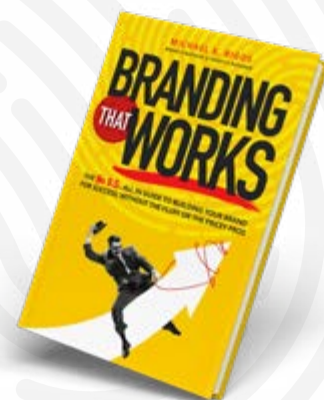
BUILD YOUR BRAND WITH CLARITY,
STRATEGY, AND PURPOSE

Each section aligns with a chapter from the book and includes prompts, templates, and exercises that guide readers through discovery, strategy, identity development, implementation, and growth.



BY MICHAEL K. BIGOS
BRAND STRATEGIST & IDENTITY DESIGNER, AUTHOR

COPYRIGHT © 2025



WELCOME TO THE

BRANDING THAT WORKS

INTERACTIVE WORKBOOK

This Workbook Belongs To

Name

E-mail

Phone

Your next level of impact, clarity, and sustainable growth starts now.

This workbook is your hands-on companion to the Branding That Works book—a vital tool designed to help you apply what you’re learning as you read.

As you move through each chapter, this workbook will guide you in uncovering the key components of your brand with greater clarity and focus. You won’t just read about branding theory—you’ll actively build your strategy, refine your voice, and shape a brand identity that connects and converts.

Use this workbook to capture insights, shape your story, and take intentional steps toward a brand that truly works—one that resonates, builds loyalty, and positions you to grow with purpose. **Let’s move from inspiration to implementation—one section at a time.**

CHAPTER 1

Foundation – Discover Your Why

What Is Branding, Really?

Branding is the intentional shaping of perception—it’s the meaning people assign to who you are, what you do, and why it matters. More than a logo, branding is a strategic system of visuals, messaging, voice, values, and customer experience that builds recognition, trust, and long-term connection.

Why does your business exist?

What problem are you solving?

Who are you serving?

What do you want to be known for?

CHAPTER 1

Start with “Why”

DEEPER THAN YOUR MISSION AND VISION, IS YOUR ‘WHY’.

“Your “why” isn’t something you invent out of thin air-it’s something you uncover by looking backward. It’s buried in your story, in the patterns of your past, and in the moments that moved you. And the truth is, your “why” has likely been showing up in your life long before you ever considered starting a business.”

77% of consumers buy from brands who share the same values as they do.

STARTING WITH ‘WHY’

Every organization and individual knows what they do. For organizations, it’s the products they sell or the services they provide. For individuals, it’s their job title, responsibilities, or roles.

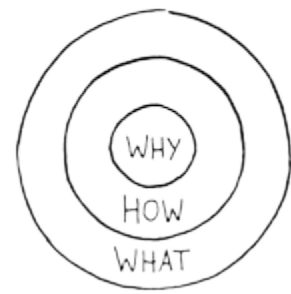
Some go a step further and understand how they do what they do—their unique strengths, values, or guiding principles that distinguish them from others.

But very few can clearly express why they do what they do. The why is your purpose—your cause, belief, or mission. It’s the reason you exist beyond profit or

position. It’s about the impact you make and the lives you serve. The why is what inspires, aligns, and sustains meaningful work..

Finding your why is a process of reaching back—reflecting on the consistent threads woven throughout your journey doing X. It’s not just about envisioning what you hope to achieve in the future, but recognizing the recurring patterns that have shaped your past.

Your why is the one constant—subtle or bold—that has quietly guided you toward purpose, fulfillment, and meaning in both your work and your life.



CLARITY OF WHY
DISCIPLINE OF HOW
CONSISTENCY OF WHAT

© SIMON SINEK



“ People don’t buy what you do; they buy why you do it. ”
- Simon Sinek, “Start With Why”

Find Your “Why”

Childhood moment(s)

Adolescent moment(s)

Teenage moment(s)

Adulthood moment(s)



CHAPTER 1

Start with "Why"

WHY:

For others to know your Why, you must first have clarity of your own Why. When you communicate your Why clearly, you can then expect others to know - carry it out in your absence or when you look to scale.

HOW:

The actions that you take to bring your purpose, cause or, belief to life must be aligned with your values, guiding principles, and beliefs. It's your 'secret sauce.'

WHAT:

Everything you say and do must be consistent with what you've communicated you believe. People are 'tribal' and will know what you believe if you say and do the things you actually believe consistently.

YOUR WHY STATEMENT SHOULD BE:

- Simple and clear
- Actionable
- Focused on how you'll contribute to others
- Expressed in affirmative language that resonates with you and your business.

MY "WHY" STATEMENT

I believe _____ so that _____.

The first blank represents your contribution – the contribution you make to the lives others through your WHY; And the second blank represents the impact of your contribution.

"

"

EXAMPLE:



We connect people to what's important in their lives
through friendly air travel.

NOTES

The image shows a white background with horizontal lines. The top half of the image contains 15 evenly spaced, thin gray horizontal lines. The bottom half of the image features a large, stylized, light gray fingerprint graphic. This graphic is composed of several concentric, wavy lines that form a semi-circular shape, resembling a fingerprint. The lines are of varying thickness and are arranged in a way that creates a sense of depth and texture. The overall design is clean and modern, with a focus on geometric and organic shapes.

CHAPTER 2

Brand Discovery & Strategy

FROM CONFUSION TO CLARITY – WHAT YOU REALLY NEED TO KNOW

Use this section to get grounded. Branding doesn't start with visuals. It starts with truth. Before we begin, let's take a temperature check on where you are in your brand journey.

HOW CLEAR ARE YOU ON THE FOLLOWING?

(Scale: 1 = not clear at all, 5 = crystal clear)

STATEMENT	1	2	3	4	5
I know what makes my business different from others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can explain what I do in a single sentence.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My brand has a consistent voice across all platforms.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know who my ideal customer is and how to reach them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My logo, messaging, and tone reflect my true identity.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

NOTES

ANSWER THE QUESTIONS:

Can this brand really get me what I want? & Can this brand, product or service solve my problem?



CHAPTER 2

Discovery Phase

A. WHO ARE WE? (INTERNAL COMPASS)

What do you believe about your business that is true, even when no one else sees it?

Write short statements or paragraphs which capture your origin story or the reason this business exists. Using the content or context from the “Finding Your Why” section, continue to evolve your statements below.

My Why (Purpose Statement):

Founding Moment or Spark (Story/Origin):

Founding Moment or Spark (Story/Origin):

CHAPTER 2

Discovery Phase

B. WHO ARE WE FOR? (AUDIENCE FOCUS)

Describe your ideal client or customer. Use empathy. Think of a real person.

Describe their biggest challenge or pain point:

What does success look like for them after working with you?

Where do they spend their time (online and offline)?



C. WHAT DO WE VALUE?

THE “10-5-3-1” METHOD IN ACTION (WHAT DO I/WE VALUE MOST)

List the values that define how you do business and make decisions. List the words below, as many as you can muster, and begin the process of narrowing the words down the most authentic words which both resonate and capture the values of your brand. Objective: Arrive at no more than **three top values** which mean the most to your brand's positioning in the minds of you and your customer. If you're brave enough - narrow it down to **two** words...If you're determined enough, narrow it down to **one** word.

[illegible]

WORD LIST TO HELP YOU START WITH THE “10-5-3-1 METHOD”

INNOVATIVE	COMPLEX	TRANSPARENT	HUMAN-CENTERED	AUTHENTIC	FUTURISTIC
TRADITIONAL	CLASSIC	MYSTERIOUS	EFFICIENT	CONFIDENT	EARTHY
COLORFUL	CONTEMPORARY	VISIONARY	ECLECTIC	CHARMING	LUXURIOUS
MINIMAL	YOUTHFUL	PRACTICAL	PREMIUM	INVENTIVE	MINDFUL
FRIENDLY	ESTABLISHED	DYNAMIC	ACCESSIBLE	STRATEGIC	INCLUSIVE-MINDED
AUTHORITATIVE	MAINSTREAM	RELIABLE	EXPRESSIVE	PERSONABLE	EXPERIMENTAL
LUXURY	UNCONVENTIONAL	REBELLIOUS	RESERVED	PURPOSEFUL	HERITAGE-RICH
AFFORDABLE	CASUAL	TIMELESS	GRITTY	BALANCED	SLEEK-LINED
APPROACHABLE	ELEGANT	EDGY	JOYFUL	PLAY-IT-SAFE	UNDERSTATED
ELITE	BOLD	TRUSTWORTHY	SERIOUS-MINDED	DARING	HIGH-ENERGY
PROVOCATIVE	PLAYFUL	SOPHISTICATED	ADAPTIVE	INTUITIVE	IMAGINATIVE
CONCILIATORY	SERIOUS	WARM	ETHICAL	BOLD-FACED	ESTABLISHED-MINDED
LOUD	WHIMSICAL	COOL	ADVENTUROUS	THOUGHTFUL	APPROACHABLE-LUXE
CALM	RUGGED	VIBRANT	GROUNDING	RESILIENT	PROGRESSIVE
INCLUSIVE	POLISHED	SUBDUED	AMBITIOUS	INVITING	FAITHFUL
EXCLUSIVE	CUTTING-EDGE	OPULENT	FRESH	VISION-FOCUSED	POWERFUL
DARK	NOSTALGIC	SLEEK	DISRUPTIVE	VERSATILE	SUBTLE
LIGHT	ORGANIC	ARTISTIC	HARMONIOUS	ASPIRATIONAL	VIBRANCY-DRIVEN
SIMPLE	REFINED	MINIMALIST	INNOVATIVE-DRIVEN	COMFORTING	CONSISTENT

CHAPTER 2

Discovery Phase: “S.A.S.S”

D. WHAT MAKES US DIFFERENT? (POSITIONING EDGE)

What makes your brand unmistakable?

What do you offer or do differently that your audience deeply values (not just what you like doing)?

What are your competitors saying or doing that you purposefully choose not to do?

What is “S.A.S.S”

SOUL

How the product works in making a consumer’s lives better is the start to a wonderful relationship. These attributes are the unique aspects of your brand where connection happens and trust is formed.

ATTRACTION

These attributes are the unique aspects of your brand where the way you appear and the experiences had speak directly/indirectly to your customer.

SMARTS

Usability. How easy it is to engage with the product or service. Process, engagement, and positioning are key.

STORY

Be the guide in the story, not the hero. Use “storytelling” in your messaging to take “benefits” a step further into something far more powerful – human empathy.

E. THE “10-5-3-1” METHOD IN ACTION (TONE & VOICE)

List the words below and begin the process of narrowing the words down the most authentic words which both resonate and capture the voice and tone of your brand. Objective: Arrive at no more than **three** words which mean the most to your brand’s positioning in the minds of your customer. Like before, your objective is to narrow it down to **two** words that speak to both your tone and voice.

10 or more	5	3	2
			Tone
			Voice

VOICE & TONE EXERCISE: Write a short 1–2 sentence description of what you do.

Base version (your core message):

NOW REWRITE IT USING DIFFERENT TONES:

Supportive (for a struggling customer):

Confident (for an investor or partner):

Casual (for social media):

 DO THEY FEEL LIKE THE SAME BRAND? IF NOT, ADJUST YOUR TONE.

CHAPTER 2

Positioning Statement

F. COMPLETE THIS STATEMENT...

“I/We help [specific audience] solve [specific problem] by providing [unique solution] so they can [desired result].”

NOTE: You may have to use different word-parings to achieve your positioning statement. Remember, this is just a template ‘statement.’ Use discretion and be as accurate as needed.

SIMPLIFY IT: (As if explaining to a 10-year-old)

ASPECTS OF POSITIONING SUCCESS

- RELEVANT
- Cannot be abstract or too subjective
- CREDIBLE
- Reliable and not a gimmick or faddish
- UNIQUE
- Needs to have characteristics which resonate and stand apart
- CLEAR
- Simple, not too wordy, or entailed



CHAPTER 2

Your “Story-Brand”

G. YOUR CUSTOMER IS THE ‘HERO’ IN YOUR BRAND’S STORY

The StoryBrand concept, developed by Donald Miller, frames your brand as the guide in your customer’s story—not the hero. By clearly defining the customer’s problem, showing empathy and authority, and offering a simple plan that leads to success, you create messaging that connects, inspires action, and is easy to remember.

In the next pages, you’ll be capturing your ‘storybrand’ using this method to usher in your “one liner” immediately following. Try not to put the cart before the horse - do the work, and reap your reward of a clear storybrand.

When you skip the work of clarifying your message, you leave a “**narrative void**”—a gap your audience will instinctively try to fill on their own, often with assumptions, misconceptions, or competing narratives from other brands. Internally, this void breeds misalignment, with team members interpreting the brand’s purpose, promise, and priorities in different ways, leading to inconsistent actions and communications. Externally, it creates confusion, dilutes trust, and weakens emotional connection, because customers can’t clearly see how you fit into their story or why you matter to them. In the absence of a well-defined narrative, you’re no longer the guide—they’ll find someone else who is.





Ideal Customer

Who is your target audience and/or ideal customer, and What do they want (as it relates to your product or service)?



Customer’s Problem

Every customer is often facing more than one problem or impediment to getting the solution they desire. Is there a root cause to your customer’s problem? Can you personify it? Is there an “antagonist” you can identify?

DIRECT PROBLEM

The direct problem is the immediate or main cause/problem your customer is facing. It’s the root cause to their solution.

INDIRECT PROBLEM

The indirect problem is an additional problem your customer is facing which is either similar or contrast to the direct problem; a bi-product possibly, but a problem just the same.

PHILOSOPHICAL PROBLEM

The philosophical problem is a reason or mentality your customer has where they believe “it is just not right,” a fundamental perspective or principal-related viewpoint about their problem.



Show Empathy

Using a brief statement, you want to express empathy and direct understanding as it relates to your customer’s problem(s).



Show Expertise

Using a brief statement, you want to communicate your position as their help, specialist, with expertise and/or authority to solve your customer’s problem(s).



A Simple Process

Here, you want to outline/detail a simple 3-4 step plan that leads them to a sale or that brings them closer to acquiring the solution you know they need.

STEP 1

STEP 2

STEP 3

STEP 4



A Simple Agreement

Here you want to communicate a simple agreement with your customers which can often help reduce their anxiety of doing business with you.



Direct Call To Action

Detail your sure and direct call to action. (ie; Buy Now, Register, Get Access)



Indirect Call to Action

Here you can offer to learn more about your product/process or service; you can offer a free gift, resource or, publication to build more trust before an actual sale.

ICTA 1

ICTA 2

ICTA 3



Successful Ending

Here is where you detail the successful ending when your customer commits to buying your product or service. You capture what they want in a brief statement.



Unsuccessful Ending

List the negative ending if your customer does not use your product or service. Or, what is the negative consequences of doing nothing or, taking no action.



Aspirational Identity

Your customer has an ideal image of themselves when they are able to achieve the solution to their problem(s). Here is where you communicate how they transform after using your product or service. They go from “zero to hero”!

TO

CHAPTER 2

One Liner

H. CRAFT YOUR ONE-LINER

With your StoryBrand outline complete, you now have the raw materials for one of your most powerful tools—a clear, compelling one-liner. This short statement distills your entire brand story into a few words that spark interest, create clarity, and invite conversation. Think of it as your brand’s “elevator opener,” a simple yet strategic sentence you can use anywhere—networking events, social media bios, sales calls—to instantly help people understand what you do and why it matters to them.

REMEMBER TO CLEARLY AND CONCISELY CURATE YOUR ONE LINER BASED ON THE BELOW CRITERIA.



IDENTIFY YOUR CUSTOMER'S PROBLEM

Be specific, make sure it's a problem, and make sure it's a sound-bite



EXPLAIN YOUR PLAN TO HELP

Make sure it's a new idea, make it simple, and make sure it's a sound-bite



EXPLAIN THE SUCCESSFUL SOLUTION

Make it the controlling idea, make it desirable, and make sure it's a sound-bite

USE THE FORMULA...

“We help [audience] who struggle with [problem], by providing [solution] so they can [experience success].”

EXAMPLE:

Pet owners are concerned about what their pets are really eating so we source our food from trusted, local vendors which ensures your pet stays happy and healthy.



Create Your One Liner

Once you have arrived at a version which aligns with your story brand, finalize it below and ‘lock it in.’

THE PROBLEM:

THE PLAN TO HELP:

THE SUCCESSFUL ENDING:

FINAL VERSION:



CHAPTER 5

DIY Branding & Brand Identity Systems

BRAND IDENTITY SYSTEM OVERVIEW (CHAPTER 5)

What is your current understanding of a brand identity system?
(Recall it's more than just a logo — it includes color palettes, typography, layout, imagery, iconography, etc.)

DEFINE:

THE DO'S OF DIY BRANDING: THE BASICS OF DESIGN

Annotate which design principles you currently understand and which you need to study more:

PRINCIPLE	POOR	FAIR	GOOD	PRO
Alignment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Balance / Visual Flow / Composition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contrast	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hierarchy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Color Theory Basics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Typography Basics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visual Consistency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Time vs. Value Assessment:

Estimate how much time you realistically can spend learning and applying design skills each week: **Hours:** _____

How does this compare to time you could spend growing your business? _____

Are you prepared to invest this time, or would it be better to hire a professional? ☐ **DYI** ☐ **Hire Professional** ☐ **Combination**

What templates or tools have you considered or used? (e.g., Canva, Adobe Express) _____

How will you customize these tools to avoid looking generic? _____

Do you have your brand fonts, colors, and logos ready to upload? ☐ **Yes** _____, _____, _____

☐ **No** *What do you need to create or source?* _____, _____, _____

Creating Your Brand Kit

(Your Visual North Star)

Fill in what you have documented or need to document; If you don't have these yet, write your plan to complete your brand kit?

PLAN:

Primary colors (with hex/RGB codes):

☐ Have

☐ Need

Secondary colors:

☐ Have

☐ Need

Chosen typefaces (name and usage):

☐ Have

☐ Need

Logo variations and usage rules:

☐ Have

☐ Need

Image and icon style preferences:

☐ Have

☐ Need



Scalable & Sustainable Planning

What brand assets can you realistically create and maintain for 6-12 months?

What assets will you plan to upgrade when your budget allows?

The DON'TS of DIY Branding

Avoid These Common Pitfalls:

Relying solely on templates?

☐ Yes

☐ No

If yes, how will you differentiate your brand?

Choosing colors based only on personal preference?

☐ Yes

☐ No

List your brand's target audience and emotions you want your colors to evoke:

Audience

Desired emotional tone (e.g., trust, urgency, optimism)

Mixing too many fonts?

☐ Yes

☐ No

List fonts you plan to use:

Header font

Body font

Accent font



Typography Rules & Structure

Do you have a documented typography system?

☐ Yes

☐ No

Fill in your typography specs (or plans to create them):

PLAN:

Font Weights (e.g., light, regular, bold)

☐ Have

☐ Need

Font sizes for titles, body, captions

☐ Have

☐ Need

Line height (leading)

☐ Have

☐ Need

Letter spacing (tracking)

☐ Have

☐ Need

Visual Hierarchy (e.g., H1, H2, body)

☐ Have

☐ Need

Image Style and Direction

What mood, lighting, and subject matter best fit your brand?

What style of photography or illustration will you use?

Iconography & Graphics

Describe your planned icon style (line, filled, hand-drawn, geometric):

Do you have guidelines on icon usage, sizes, and spacing?

☐ Yes

☐ No

If no, what will you establish?



Layout and Grid Systems

Applicable on web pages, Slide decks, Canva, and relative Templates, Applications & Tools

Are you familiar with grid systems for layout consistency? ☐ Yes ☐ No

List where you will apply grids (e.g., website, flyers, social media posts):

File Formats for Brand Touch-points

Do you know which file types you need for:	Digital (web, social)	<input type="radio"/> Yes	<input type="radio"/> No
	Print (business cards, flyers)	<input type="radio"/> Yes	<input type="radio"/> No
	Large format (signage, banners)	<input type="radio"/> Yes	<input type="radio"/> No
	Textile/product printing	<input type="radio"/> Yes	<input type="radio"/> No

Do you have these files organized and ready for use? ☐ Yes ☐ No

If no, what files do you need to request or create?

Good Design vs. Bad Design Reflection

Reflect on your current branding materials or ideas. Identify what might cause confusion or inconsistency:

What steps will you take to ensure your design is functional, clear, and aligned with your brand story?



Good design reads the room.
Bad design doesn't even know what room it's in.



Final Decision-Making: DIY or Hire?

Based on the sections above, check the option that best fits your current branding plan:

I feel confident to DIY my brand identity with intentional learning and planning	<input type="radio"/> Yes	<input type="radio"/> No
I will DIY some parts but hire professionals for complex elements	<input type="radio"/> Yes	<input type="radio"/> No
I need to hire a professional or agency for a cohesive identity system for best ROI	<input type="radio"/> Yes	<input type="radio"/> No

Explain your choice(s):



CHAPTER 6

Strategy to Real-World Application

CHAPTER 6: IMPLEMENTATION – WHERE YOUR BRAND COMES ALIVE

You’ve done the heavy lifting-developed your strategy, designed your identity, and built a cohesive brand system. But the real test of branding is this: can it live in the real world? Let’s make sure it does.

PROMPT: Your brand only becomes “alive” when it’s used consistently and meaningfully across every touchpoint.

QUESTION: WHICH TOUCH-POINTS ARE YOU MOST PROUD OF RIGHT NOW?

QUESTION: WHICH TOUCH-POINTS FEEL OFF-BRAND OR INCONSISTENT?

REFLECTION: Where does your brand currently “live” in the real world? (List every place you can think of — big or small.)

Brand Implementation Inventory Reference: “From Strategy to Real-World Application”

List all digital and physical touch-points where your brand appears.

DIGITAL TOUCH-POINTS:	PHYSICAL TOUCH-POINTS



Omni-Channel Experience Check Reference: “Designing for the Omni-Channel Experience”

QUESTION:

If your customer interacted with your brand in three different places today, would each touchpoint feel like the same conversation?

Why or why not?

FILL-IN-THE-BLANK:

Our brand should feel _____
and _____
no matter where our customers meet us.

Customer Journey Mapping Reference: “From Parking Lot to Parking Lot”

Draw or describe your ideal customer journey from first contact to post-purchase follow-up. If your customer interacted with your brand in three different places today, would each touchpoint feel like the same conversation?

Why or why not?

Describe your ideal customer journey from first contact to post-purchase follow-up.

Stage 1 – Discovery:

Stage 2 – Engagement:

Stage 3 – Purchase:

Stage 4 – Delivery/Experience:

Stage 5 – Follow-up/Loyalty:



Common Pitfalls Self-Audit

Reference: “Where Businesses Often Go Wrong”

Check any that apply:

- ☐ Our branding exists in a PDF but hasn’t been applied everywhere.
- ☐ We have a strong brand voice online but not in customer service.
- ☐ We allow inconsistent fonts, colors, or designs in our materials.
- ☐ We overlook small touch-points like confirmation emails or receipts.

NOTES

Internal Rollout Plan

Reference: “Equip Your Team”

Who needs training on brand implementation?

Where will brand assets live so the team can find them?

When will you review and refresh implementation efforts?



Implementation Culture Statement

Reference: “Implementation isn’t a task—it’s a culture”

Fill in the blanks:

I / Our team **REFLECTS** by

I / We **ATTEND** to

I / We **PROTECT**

Action Commitments

Three steps I will take this month to strengthen brand implementation:

1

2

3

CHAPTER SUMMARY: WHAT YOU SHOULD WALK AWAY WITH
Designing a brand is only half the job. Implementing it is where the brand becomes real, and valuable. Your logo, fonts, tone, and visuals need to show up everywhere your business shows up. Consistency turns scattered moments into a cohesive journey—and that’s what builds recognition, trust, and growth.



CHAPTER 7

Scaling Your Brand with Intention

COMPANION TO CHAPTER 7: GROWTH, DELEGATION, AND BRAND ALIGNMENT)
Re-framing Growth: Chapter Reference: Opening paragraphs on shifting from building to growing a brand.

Purpose: Define what growth looks like for them beyond “getting bigger.”

FILL-IN PROMPTS:

My definition of “smart growth” is: _____

- Growth for my brand means becoming more (choose one or more):
- ☐ Consistent
 - ☐ Recognizable
 - ☐ Profitable
 - ☐ Trusted
 - ☐ Scalable
 - ☐ Other: _____

- Three specific outcomes I want from scaling my brand are:
- 1
- 2
- 3



DIY vs Delegate

Chapter Reference: “When to DIY vs When to Delegate section.”

Purpose: Identify limits and where professional support will create the most impact.

FILL-IN PROMPTS:

Current tasks I’m doing myself: _____

Tasks I can confidently continue DIY-ing: _____

Tasks I should start delegating to professionals: _____

If I delegate these, the top benefits to my business will be: _____

Avoiding DIY Pitfalls

Chapter Reference: “Common Mistakes in Self-Created Branding.”

Purpose: Create awareness of risks from trend-chasing or inconsistent execution.

FILL-IN PROMPTS:

- Three mistakes I’ve made in my branding so far:
- 1
- 2
- 3



Avoiding DIY Pitfalls Continued

My current guardrails for staying consistent are:

One commitment I'm making to protect my brand from inconsistency:

Calculating the Cost of Inconsistency

Chapter Reference: "The Uncalculated Cost of Inconsistent & Misaligned Messaging."

Purpose: Visualize the long-term consequences of brand misalignment.

EXERCISE:

Circle all that apply to your current brand:

- ☐ Confused customers
- ☐ Lost trust
- ☐ Lower conversion rate
- ☐ More refunds
- ☐ Poor reviews

FILL-IN PROMPTS:

One real example where my inconsistent branding may have hurt my results:

Estimated financial or opportunity cost of that inconsistency:

Actions I will take this quarter to close those gaps:



Building Smartly on a Budget Chapter Reference: "How to Build Your Brand Smartly—Even on a Budget."

Purpose: Provides a roadmap for prioritizing effort and resources.

FILL-IN PROMPTS:

Hours per week I can realistically invest in branding:

Brand essentials I already have:

Brand essentials I still need to create or refine:

Free tools I can use with discipline:

My plan for maintaining consistency:

“

Your brand isn’t just a visual identity. It’s a leadership tool, a growth lever, and a long-term advantage—when built and implemented the right way.



Internal Brand Alignment

Chapter Reference: "Last section on internal branding and team alignment."

Purpose: Ensure your brand is as strong internally as it is externally.

FILL-IN PROMPTS:

Three ways I want my team to experience our brand culture:

1

2

3

Key brand guidelines I need to document for internal use:

How I will onboard future team members to carry the brand voice:

“
A product without a story is a commodity.
A product with a story is a brand.” - CHRIS DO



Chapter Reflection

Purpose: Anchor your clarity before moving forward.

THE SINGLE BIGGEST INSIGHT I GAINED FROM THIS CHAPTER IS:

THE FIRST ACTION I WILL TAKE AFTER COMPLETING THIS WORKBOOK SECTION IS:

Brand Growth Readiness Check

Reflect on where your brand stands today.

Purpose: Anchor your clarity before moving forward.

FILL-IN PROMPTS:

The biggest growth opportunity I see right now is:

The area where my brand feels outgrown or out of sync is:

A step I can take this month to strengthen my brand presence is:

When to DIY vs. Delegate

List three things you still want to do yourself and three things you should delegate in the next 12 months.

I WILL CONTINUE TO DIY:

I WILL DELEGATE TO A PRO:

Final Lesson:

**Start smart. Stay focused.
Don't cut corners—cut clutter.
Your future brand will thank you, and your
customers will delight in you.**



MANTLE
BRAND IDENTITY DESIGN

Need to bring your brand to life with some expert help?
Reach out to Michael K. Bigos at mantlebranding.com.

Whether you need consulting, design support, or want to
book him for a talk, podcast, workshop, or event - virtual or in
person, he's here to help you grow with confidence and clarity.

GET IN TOUCH

BRANDING
THAT WORKS