

# Day 1:

## FINDING YOUR WHY



# THE 4 PILLARS

Before diving into finding your why, let's talk about the 4 pillars that make up a successful brand presence.

Similar to the breakdown of the next 5 days, these categories are the pillars that will help you create a consistent and cohesive brand, that speaks directly to your target audience.

In order to do that you first have to know:

***who you are talking to, why you are talking to them, create a visual identity that aligns to the person you're speaking to, and define a brand personality, that you guessed it, speaks to that person!***

As we dive into the next 5 days and start to define each of these pillars, you may need to revisit some of these previous sections. Once you further identify your target audience, it's important to make sure that everything is aligning.

If for some reason, you target audience and your why, and/or your business goals aren't matching up, you may need to step back and revisit these core elements. If you're finding that it's not adding up, you may need to tweak your why statement or your defined target audience for you to create a strong brand presence.

*okay, let's jump in!*



*you've got your pencils ready, right?*

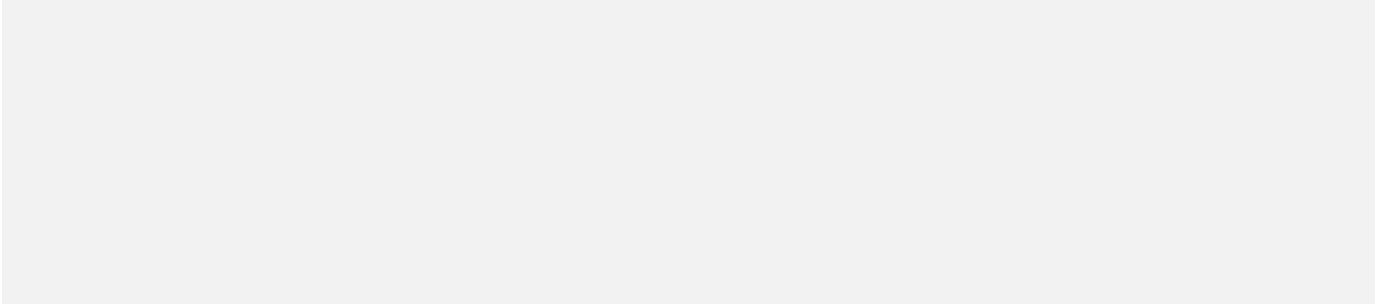
Your Why is essentially your brand purpose, core values, mission and vision statements. In a nutshell, your why is getting to the heart of your business.

To help you peel back the layers and get to the good stuff, I've got some questions for ya!

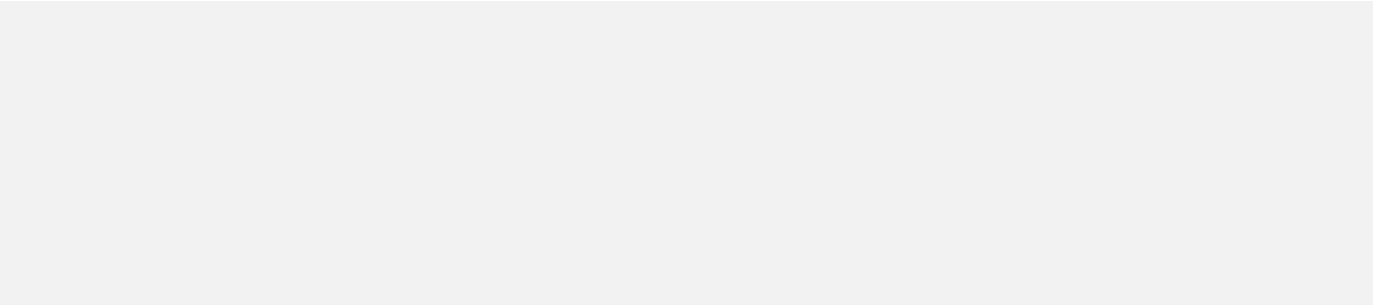
This can seem challenging because it's asking some thought provoking questions. Take some time, sit in a quiet space (or play music - I definitely prefer music!) and jot down your answers in today's worksheet.

# DAY 1 WORKSHEET

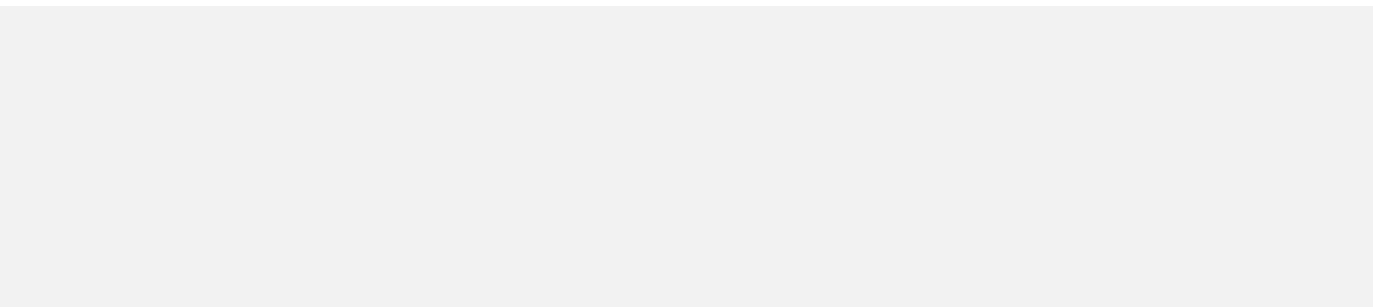
Do you have a current mission statement, if so, write it down:



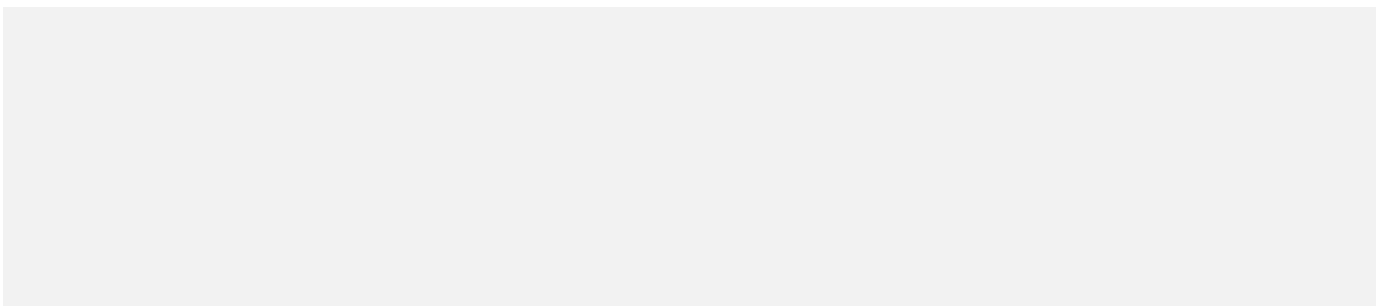
What do you do?



Who do you do it for? (your ideal client)



How did you get started?



Why did you start your own business?

Before moving on to create a clear and concise mission or vision statement, go through the answers, highlight and circle key words that jump out at you. Once you pull out those words continue to brainstorm based on the responses you provided.

**PRO TIP:** this is a great time to look at synonyms, to see what other words work

A few things to keep in mind when crafting your mission and vision statement: a mission statement is focusing on today, whereas, a vision statement focuses on the future.

There's plenty of content out there that will say you should have both or just one, I like to keep it simple and focus on providing one super clear mission statement for my clients using this formula:

### VERB, TARGET, OUTCOME

For example, mine looks like this:



*now, it's your turn!*

Define your mission statement: