

Worksheet

DEFINING YOUR BRAND

In order to start building your brilliant brand, you need to outline the reason for doing what you do to truly uncover how you want your message to be scripted and received by your ideal clients. Take some time to think about your responses because I'm sure there is a reason you do what you do. Let's get started!

1. First, is what is your purpose for running your studio beyond the financial needs? Why do you photograph and do what you do? Really take some time to think about this. Don't just breeze through it because this will help you to determine the main message for your brand. The answer to the big question of "Why?".

