

A FREE RESOURCE FROM SYVERA STUDIO

# The Brand Discovery Workbook

A guided workbook to help you define your brand foundations , the values, voice, audience, and positioning that should sit beneath every website, campaign, and customer interaction.

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Most businesses jump straight into building websites and running ads before they've answered the basic questions about who they are, who they serve, and what makes them different. This workbook is designed to fix that , quickly and honestly , in under two hours.

**How to use this workbook:** Set aside 90-120 minutes of uninterrupted time. Print this document or open it in a fillable PDF reader. Answer every question in full sentences , not bullet points. The depth of your answers determines the quality of your brand foundation.

# Who You Are

Before we talk to anyone else, let's start with you. Don't overthink these , the first honest answer is usually the right one.

## 1.1

**In one sentence, what does your business actually do?**

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## 1.2

**What problem do you solve for your customers?**

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## 1.3

**Why did you start this business?**

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# Mission, Vision, and Values

Your mission is what you do every day. Your vision is the future you're building toward. Your values are how you behave along the way.

## 2.1

**What is your mission? (What do you do, for whom, why?)**

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## 2.2

**What is your vision? (What does success look like in 5 years?)**

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## 2.3

**List three core values that guide how you work.**

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## Who You Serve

If you can't describe your ideal customer in detail, your marketing will speak to no one. Be specific.

### 3.1

**Describe your ideal customer in detail (age, role, industry, location).**

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### 3.2

**What is keeping them awake at night?**

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### 3.3

**What have they already tried that hasn't worked?**

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### 3.4

**What would 'success' look like for them after working with you?**

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# What Makes You Different

If you sound like everyone else in your industry, you'll be invisible to potential customers. Be specific and brave.

## 4.1

**List your three biggest competitors. What do they all say about themselves?**

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## 4.2

**What do you do differently or better than them?**

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## 4.3

**What is one thing you believe that most of your competitors don't?**

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# Your Voice and Tone

Your voice is how you sound consistently. Your tone is how that voice changes depending on context. Both should feel unmistakably 'you'.

## 5.1

**Pick 3 adjectives that describe how your brand sounds (e.g. confident, warm, direct).**

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## 5.2

**List 3 things your brand would NEVER say or do.**

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## 5.3

**Name a brand (any industry) whose voice you admire and why.**

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# Visual Direction

Even without being a designer, you can give clear visual direction. The clearer you are here, the better the final result.

## 6.1

**List 3 brands whose visual style you admire and why.**

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## 6.2

**Are there any colors or styles you specifically do NOT want?**

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## 6.3

**What 3 words describe the visual feeling your brand should give?**

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# Your Brand Promise

Every great brand makes a clear promise to its customers. The more specific yours, the easier the rest of your marketing becomes.

## 7.1

**Complete this sentence: 'We help [WHO] achieve [WHAT] by [HOW].'**

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## 7.2

**What is the single most important thing customers should remember about you?**

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YOU'VE DONE THE HARD PART.

# Now turn this clarity into a brand the world actually sees.

Once these foundations are clear, every design, marketing, and content decision becomes easier. If you'd like a partner who can take this clarity and turn it into a website, identity, and marketing system that actually performs, we'd love to help.

## Ready to bring your brand to life?

Book a free 30-minute strategy call. Share your completed workbook, and we'll show you exactly how to bring it to life online.

[syverastudio.digital/book-a-free-consultation](https://syverastudio.digital/book-a-free-consultation)