

BUILD YOUR BRAND FROM WITHIN



Everything starts with the foundation

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Hi there amazing soul!

I'm so glad that you are holding this workbook in your hands because
this is the best thing you can do for yourself:
To just be still and listen to your heart.

Not to the worlds opinions
but to your inner, authentic voice.

There is a way for you to have a joyful, meaningful and sustainable life
and business. And it's your own way.
Aligned with your unique design and personality.

If you wanna have more tips or connect with me
you can find me here:

Instagram: @anna.beyondthebrand
Homepage: www.beyondthebrand.se

Anna - Beyond the Brand

The only sustainable way
to live your life
is to be yourself.

The most powerful, sustainable and
joyful way to have a business is
your way.

YOU
are the
USP

usp = unique selling point

The most important:

Before we dive in to all the interesting important questions
and information of how you can define your niche and make your
personal brand authentic and clear,
we need to start with the absolute most important thing
for having a successful business;
The founder of your business and brand;
YOU!

A personal brand, especially a authentic one is so much more than
how it looks, its about the energy and the vibe that you are
sending out.



So the first questions will be a reminder for you,
to always come back to when you open this book.



Daily reminder:
The *most important*
in my life is



What I need to sustain my energy,
feel good and really enjoy my life



"When you have a dream it doesn't often come at you
screaming in your face;
" this is who you are, this is what you must do for
the rest of your life"
Sometimes a dream almost whispers....

Steven Spielberg.



What do you *love* to do

If you already had all the money
you could ever need,
what would you still wanna do?
Like every week for long term.

NOW if you had to choose one or two things of these things to focus on for 6 months forward, what would it be?



"Inside each and every one of us is a true authentic swing.
Something we were born with something that is ours and ours alone.
Something that cant be taught to you,
something that got to be remembered....
It get buried under all our wouldas and couldas and shouldas."

From the movie:
The legend of Bagger Vance

What are you good at

I know sometimes this can be a hard question but its an important practice! Ask some friends what they think your best qualitys are.

What do you *not* want to do ?

Is there some things in your life and
your job you want do do less of,
that drains your energy
or is just boring.

What is your motto in life
and what *values* do you want to
bring into your business?

What values is important for your
business to communicate
and to share with your clients?

What kind of person
would you *love* to help
with your product.

We are talking about your dreamclient.
Who do you want to help in your business.

What kind of person would you enjoy
spending time with.

What kind of person would
you *not* like to work with?



It's time to define your niche.

Try to describe your unique solution
that takes your dreamclient from A to B.
Here are some ways to describe what you do.
Fill in the gaps.

I help..... (who) with....(what)...(how) so that (why)

For example:

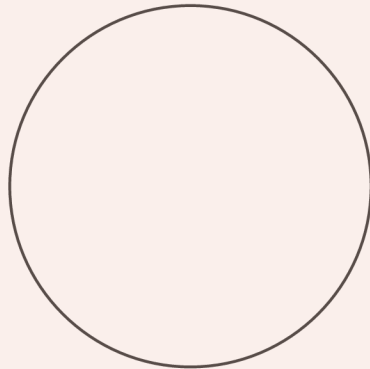
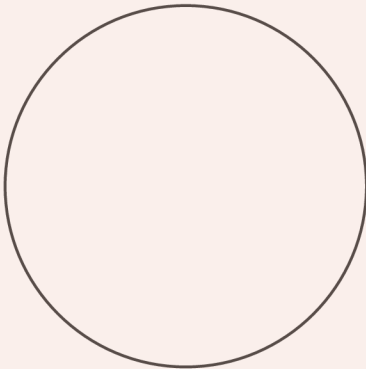
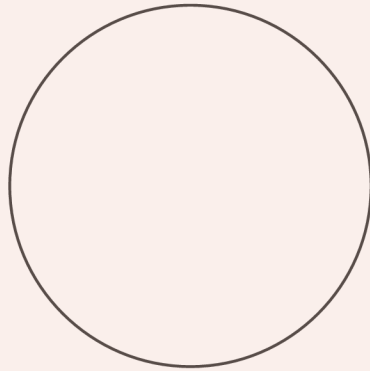
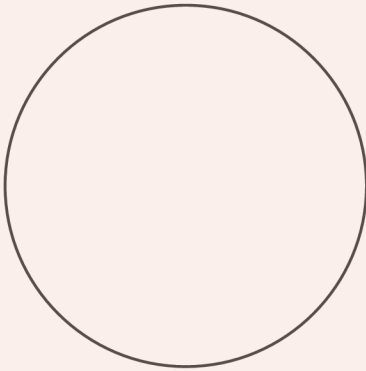
"I help heartdriven mompreneurs to have more time
with their family by clarify their authentic brand so that
they can raise their prices and work less.

Or you start with your expertise;

"Im a maternityphotographer that shoot relaxed pictures
for families in warm natural light outside in the nature,
so they can remember that amazing time forever"

What colours do you think most describe your brand

For this question you will need some colour pens
in different kinds of colours.



It's good to have:

One really dark and one really light to have for text
And then some colours you love that describe the vibe
you want for your brand.

What fonts do you feel describe the
vibe and expression of your brand

I would choose two:
One for decoration and one that is really easy to read.

CMU Serif

Cyistesy

Madelyn

Lora

Montserrat

Marvey

What pictures do you need to build your personal brand

The pictures that show you that is behind your business is so important.

That's what makes your dreamclients feel connection and trust. You are the strongest reason why your dreamclient will choose you. So show you.

It is the first thing people look for when they come into your homepage or social media. They are wondering who is the person behind this.

First impression goes really fast and they might not come back to your site if your picture didnt feel right. If the picture didn't show you in your authentic power.

Often people just look at the headlines and the pictures first and then make a fast uncounscious descision if they shall continue reading or scrolling for someone else.

So to invest in personal pictures is a gamechanger. Sure you can mix it up with some stockphotos but if you want a personal authentic brand it has to be personal.

I dont say this because Im a personal brand photographer.

Whoever you hire to do your pictures let it be someone that make the real authentic you come forward.



What pictures do you need to communicate your personal brand?

What is the feeling you want to *communicate*?
How can your pictures scare away the wrong clients and *attract the right ones*?

What kind of video would you need to communicate your values and your passion behind your brand

What is the feeling you want to *communicate*?
What important values about your brand do you
want to be clear for your dreamclient?

Your logo

Many people often start with the logo.

But that is the least important to invest in in the beginning.

That should be the last thing.

After you know your authentic way of helping your dreamclient.

After setting your colours, fonts and the hole vibe and message you
want to communicate.

After having personal brand pictures.

You can have a webpage without a logo.

Here you can make notes for your logo.

What shapes and style and colours do you want it to have.

Maybe make a sketch.

wow well done!

I hope you had a great time with this workbook!
Your own Personal Brand Book.

Remember the most important thing if you wanna connect with your
dreamclients is the energy that you send out.

Take care of yourself and always listen in to
what you need right now to feel good.
Then you will bloom aligned with your business
and the world will be blessed.



If you need help to make your business bloom,
communicate both clear and authentic,
me and my husband offer:

Intuitive businesscoaching
Human Design guidance

Personal Branding Photoshoots in Stockholm and Provence
Retreat Photographer & Videographer in Stockholm and Provence

Events: Bloom and Connect with your dreams
Brand consulting

Freebie - Email marketing assistance

Send me a message and i'll tell you more.

www.beyondthebrand.se
Instagram: @anna.beyondthebrand

I wish you joy and peace
hope to hear from you

Anna

