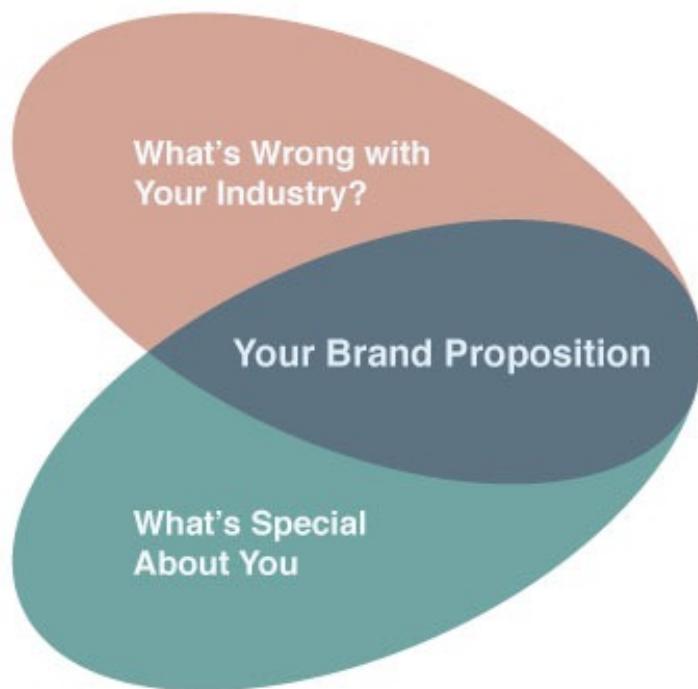


# How to Create a Profitable Brand for Your Freelancing Business - Worksheet

## Exercise 1: Brand Proposition

Use the Brand Butterfly to help create your brand proposition. Add your thoughts in the table below. Examine the intersection of what's wrong with your industry and what's special about you.

**Brand Butterfly**



What's Wrong With Your Industry?	What's Special About You?	What's Your Brand Proposition?

## Exercise 2: Brand Personality

Write how three characteristics can come through your branding to create a strong brand personality. Think about graphics, colors, language, services, and anything else that can showcase your brand personality.

One:	Two:	Three:

## Exercise 3: Brand Purpose

**Brand Values: What are the core values driving your brand and your business?**

**What's your greater purpose in the world? Brainstorm words that have deep significance for your brand below.**

Once you settle on your top three values, complete the following sentence about your brand's purpose in the world.

My purpose in providing my services is to \_\_\_\_\_ because I believe that \_\_\_\_\_.