

SHUGA

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D E S I G N S

Brand Discovery Workbook

A guided workbook to help you define what your
business stands for, who it is for, and how to
communicate it clearly

Before you begin

This guide is designed to help you move from vague ideas to clear decisions. Do not aim for perfect answers on your first pass. Aim for honest ones.

You can complete this in one sitting, or work through it section by section. Give yourself space to think properly. The more specific and truthful you are, the more useful this will be.

By the end of this guide, you will have:

- a clearer understanding of your business and what it offers
- a better picture of who your brand is for
- words to describe your brand personality and positioning
- a stronger foundation for your visual identity and messaging

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What to do next

Part 1: Your business foundation

Why this matters

A strong brand starts with clarity. Before we look at visuals, tone, or messaging, we need to understand what your business actually does, why it exists, and what makes it valuable.

- 1 What is the name of your business?**
Write the exact name you use publicly, including spelling and formatting.

- 2 Introduce yourself and your business.**
Imagine you are explaining it to someone who has never heard of you before.

Helpful prompt: What do you do, who do you help, and what kind of experience do you want people to have with your business?

- 3 How did you choose your business name?**
Is there a story, meaning, or intention behind it?

4

What do you offer?

List your main products, services, or offers.

Helpful prompt: Be specific. Instead of “design services,” write exactly what you provide.

5

What transformation do you help people achieve?

People do not only buy a product or service. They buy a result, a feeling, or a change.

Helpful prompt: What does your client’s life, business, or mindset look like after working with you? What feels easier, clearer, or more confident?

6

Why does your business exist?

Go beyond making money.

Helpful prompt: What do you care about deeply here? What made you start? What do you want to change, improve, or create?

7

What are your core values?

Choose 3-5 values.

For each value, write one example of how it shows up in your work.

8

What do you want your business to be known for?

What do you want people to say when they recommend you?

9

Who do people usually compare you to, or what alternatives might they consider?

Think about competitors or alternatives, and how you stand apart.

Section summary

My business exists to...

We help...

We are known for...

What makes us valuable is...

Part 2: Your audience

Why this matters

A strong brand speaks clearly to the right people. The goal is not to appeal to everyone, but to be highly relevant to the right audience.

1

Who is your ideal client?

Describe them like a real person, not a broad category.

Go deeper than demographics:

What stage of life or business are they in?

What are they trying to achieve?

What are they overwhelmed by?

What do they care about most?

2

What are they struggling with right now?

What feels frustrating, unclear, or overwhelming for them?

3

What outcome are they hoping for?

What would feel like success to them?

4

What have they already tried?

What solutions or approaches have they experimented with?

5

What is stopping them from moving forward?

Think practical and emotional barriers.

Examples: lack of time, lack of confidence, fear of choosing wrong, confusion, budget concerns, overwhelm

6

What do they need to hear to trust you?

What reassurance or proof would make them feel confident choosing you?

7

What kind of language would resonate with them?

Would they respond better to simple, direct wording or something more expressive?

8

Where do they spend their time or look for inspiration?

Think platforms, communities, podcasts, creators, or brands they follow.

Audience snapshot

My ideal client is...

They are struggling with...

They want...

They need support with...

They are influenced by...

Part 3: Your positioning

Why this matters

Positioning helps people understand why they should choose you. It creates clarity and distinction.

1

What makes your business different?

Helpful prompt: Think about your approach, perspective, or way of working.

2

What do you do better or differently than others?

Helpful prompt: Where do you naturally stand out without trying?

3

What do clients come to you for specifically?

Helpful prompt: Are there patterns in the types of projects or problems you are known for?

4

What do you want to be chosen for?

Helpful prompt: If people only remember one thing about your brand, what should it be?

5

What do you not want your brand to be associated with?

Helpful prompt: What feels misaligned, overdone, or not like you?

Section summary

We help...

Our approach is...

What makes us different is...

We want to be chosen for...

Positioning statement

Option 1: We help [who] to [result] through [offer] in a way that feels [distinct qualities]

Option 2: For [ideal client] who [problem], [brand] is the [category] that [unique benefit] because [reason or proof]

Part 4: Your brand personality

Why this matters

Your brand personality shapes how people experience you. It influences your visuals, your messaging, your tone of voice, and the emotional impression you leave.

1

If your brand were a person, how would you describe them?

Helpful prompt: Think about their energy, style, and how they interact with others.

2

How should people feel when they interact with your brand?

Helpful prompt: Focus on emotional outcomes like feeling confident, calm, inspired, or supported.

3

What words describe your brand well?

Helpful prompt: Choose words that feel true, not just aspirational.

4

What words do not describe your brand?

Helpful prompt: What do you want to clearly avoid being perceived as?

5

Where does your brand sit on these scales?

Helpful prompt: Choose instinctively and add notes if something feels nuanced.

polished

relaxed

bold

understated

playful

serious

modern

classic

warm

direct

refined

approachable

Notes:

Personality summary

My brand feels...

It sounds...

It is not...

The experience I want to create is...

Part 5: Your visual direction

Why this matters

Your visuals should reflect your strategy, not just personal preference.

1

What visual styles are you drawn to?

Helpful prompt: Think about mood, layout, colour, texture, and overall feel.

2

What visual styles do not fit your brand?

Helpful prompt: What feels off, overused, or not aligned with your audience?

3

What brands or visuals are you drawn to, and why?

Helpful prompt: What specifically do you like about them? The simplicity, tone, colours, or structure?

4

What colours feel aligned with your brand?

Helpful prompt: Think about feeling first, not exact shades.

5

What emotions or associations should your colours create for your audience?

Helpful prompt: How should your audience feel when they see your brand?

6

What kind of imagery fits your brand?

Helpful prompt: Think about photography style, composition, and subject matter.

7

What should your brand communicate at first glance?

Helpful prompt: What immediate impression do you want to create?

Section summary

My visual style should feel...

I am drawn to...

I want to avoid...

At first glance, my brand should communicate...

Part 6: Your messaging

Why this matters

Clear messaging helps people quickly understand what you do, who it is for, and why it matters.

1

What should people understand immediately about your business?

Helpful prompt: If someone lands on your website, what should be instantly clear?

2

What does your audience need to hear most?

Helpful prompt: What would reduce confusion or hesitation?

3

What questions do people ask before buying?

Helpful prompt: Think about common objections or uncertainties.

4

What tone of voice fits your brand?

Helpful prompt: How do you want to sound in your writing and communication?

5

What words or phrases feel natural to your brand?

Helpful prompt: What would you naturally say and what would you never say?

Messaging summary

I help...

My brand communicates...

My tone of voice is...

People choose me because...

Part 7: Pulling it all together

Why this matters

This is where you turn all of your thoughts into clarity. The goal is to pull the strongest parts of your answers into something simple, usable, and strategic.

1

My business in one sentence

Helpful prompt: Keep it simple and clear.

2

My ideal audience in one sentence

Helpful prompt: Focus on who they are and what they need.

3

The main problem I solve

Helpful prompt: What is the core issue your brand addresses?

4

The transformation I create

Helpful prompt: What changes for your client after working with you?

5

What makes my brand different

Helpful prompt: What sets you apart clearly and simply?

6

Three words that describe my brand

Helpful prompt: Choose words that feel accurate and grounded.

7

The feeling I want my brand to create

Helpful prompt: What should people feel after interacting with your brand?

8

What my visuals need to communicate

Helpful prompt: Think about first impressions.

9

What my messaging should sound like

Helpful prompt: Describe tone and clarity.

10

The next step my brand needs right now

Helpful prompt: What would make the biggest difference moving forward?

Final Notes

Any additional comments or questions? Please put them below!

What to do next

You now have clarity. The next step is turning this into a brand that looks cohesive, feels aligned, and communicates confidently.

If you're ready to turn this clarity into a brand that feels aligned, looks intentional, and communicates confidently, this is exactly the work I help with.

SHUGA

DESIGNS

Creating brands and websites that
feel clear, structured, and confident.

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