

Your B.R.A.N.D. Compass

Your BRAND Compass is more than just a worksheet — it's a tool to help you clarify what drives you, define how you serve, and guide others to confidently connect you with the right opportunities. The clearer your compass, the easier it is for others to point people in your direction.

B – Beliefs & Values *Why you do what you do. What do you stand for?*

My Core Beliefs
(Why I do what I do)

My Key Characteristics
(How others describe me)

**Top Talents/ Skills/
Knowledge**

R – Role *The simplest way to describe your profession. (in 3 Lines Each)*

What I Do:

How I Do It:

A – Audience *Get specific- ideal clients, industries, size, etc.*

My Ideal Audience (Target Market):

What pain points do you take away?

 **Phrases That Pay** (things people say
that signal they need me)

 **What situations are my clients in when
they need me?**

N – Networks *Who helps extend your reach?*

My Power Partners:

Key Networks *(Chambers, Groups, Service Clubs, Industry Associations, etc.):*

D – Differentiator *What makes you stand out from others?*

Referral Script – How You Can Introduce Me:

“Let me introduce you to [Your Name]. They specialize in _____

They’ve helped businesses like yours by _____

I think you’ll find their approach refreshing.”