

# YOUR TRUTH YOUR BRAND

Crafting Your Brand Affirmation Statement



# HEY FRIEND.

Thanks so much for opting in and checking out my free workbook! I can't wait to help you craft your Brand Affirmation Statement! (Cue the confetti!)

Here's the thing...being a female entrepreneur is HARD. We all have days we feel like giving up. This statement is for those days. The days you need the reminder of why it all matters.

But it is also for the good days too. The days you feel energized and hopeful and accomplished. The days you look back and think "I'm really doing it."

My hope is that you create a statement that feels and sounds like you so that it can energize and ground you as well as remind you of your purpose. My Brand Affirmation Statement transformed the way I show up in my business, and I hope it does the same for you.

Are you ready to get started?!  
Let's freaking go!

Amber





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# WHAT IS A BRAND AFFIRMATION STATEMENT?

A Brand Affirmation Statement is a powerful declaration that captures the core motivation, values, and purpose behind your business as an entrepreneur. It serves as an anchoring reminder of why you started your business and the impact you aim to create through your work. *Unlike a mission or vision statement which outlines what your business does and where it's headed, a Brand Affirmation Statement is a more personal affirmation.* It captures the heart and emotion that fuels your entrepreneurial fire. It's the North Star that realigns you with your "why" on challenging days.

*An effective Brand Affirmation Statement should authentically reflect who you are as a business owner, the values and principles you embody, the mission you are committed to, and the meaningful change you want to catalyze through your brand.* It's a guide for your decisions, messaging, and actions as you grow your business while staying true to your genuine self.







# WHY YOU NEED A BRAND AFFIRMATION STATEMENT.

As female entrepreneurs, it's easy to get pulled in a million different directions by all the "advice" out there about how to run our businesses. One minute we're told to hustle harder, the next we need to master work-life balance. Constantly chasing someone else's idea of what we "should" be doing can make us lose touch with why we started our own business in the first place.

That's where having a Brand Affirmation Statement can be so valuable. A Brand Affirmation isn't fluffy branding jargon – it's a clear, simple statement that captures the driving force behind your business. It gets real about your motivations, values, and the meaningful impact you want to have through your work.

Unlike a mission statement focused on what your business does, a Brand Affirmation is more personal. It's an affirmation of your "why" – the heartfelt reasons you pour your energy into your business and clients day after day. It's a powerful reminder to help re-center you when the demands of business ownership start making you lose sight of your purpose.

With a Brand Affirmation acting as your North Star, you have a filter for making decisions aligned with your priorities. It ensures your brand messaging and actions are consistent with the values and principles that truly matter to you as a business owner.

If you find yourself craving more clarity and conviction about why you're an entrepreneur, drafting a Brand Affirmation Statement is a must. It demands you get honest with yourself about what fuels your passion. From that place of truth, you can move forward with more intention and integrity baked into your brand.





## 02 – DEFINING YOUR WHY

Before we can craft our Brand Affirmation Statement we have to know why it is we are doing what we are doing!

**WHAT WAS THE INITIAL SPARK OR INSPIRATION THAT LED YOU TO START YOUR OWN BUSINESS?**

**WHAT PROBLEM(S) ARE YOU PASSIONATE ABOUT SOLVING THROUGH YOUR PRODUCTS/SERVICES?**

**HOW DO YOU WANT YOUR CLIENTS/CUSTOMERS TO FEEL WHEN THEY INTERACT WITH YOUR BRAND?**



## 02 – DEFINING YOUR WHY

Before we can craft our Brand Affirmation Statement we have to know why it is we are doing what we are doing!

**WHAT VALUES OR PRINCIPLES ARE MOST IMPORTANT FOR YOU TO UPHOLD IN YOUR BUSINESS PRACTICES?**

**LOOKING AHEAD A FEW YEARS, WHAT KIND OF POSITIVE IMPACT DO YOU WANT YOUR BUSINESS TO HAVE MADE?**

**WHAT UNIQUE STRENGTHS, EXPERIENCES, OR PERSPECTIVES DO YOU BRING TO YOUR INDUSTRY/NICHE?**



## 02 – DEFINING YOUR WHY

Before we can craft our Brand Affirmation Statement we have to know why it is we are doing what we are doing!

**WHO ARE YOU ULTIMATELY TRYING TO SERVE WITH YOUR BUSINESS? DESCRIBE YOUR IDEAL CLIENT/CUSTOMER.**

**WHAT LEGACIES (PERSONAL, COMMUNITY, ETC.) ARE YOU HOPING YOUR BUSINESS WILL HELP CREATE?**

**WHAT GETS YOU MOST FIRED UP AND MOTIVATED WHEN THINKING ABOUT THE FUTURE OF YOUR BUSINESS?**

**SUMMARIZE YOUR WHY IN A FEW SENTENCES.**

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## 03 – CAPTURING YOUR BRAND

You are going to get a little help from our AI bot-friend to complete this portion. My favorite AI resource is Claude, but you're welcome to use ChatGPT or something similar. Any free version is good enough for this activity.

You are going to enter the prompt below. Make sure to provide as much detail as possible about who you are, what your business is, what you aim to do, etc. The better the prompt, the better the response. If you feed it generic information you will receive a generic, unhelpful response.

On the following pages I have included an example of how I completed the prompt as well as the response I got from Claude so you can see the amount of detail I included and know what to expect.

A reminder that you will never get the same response twice. If the first output doesn't feel quite right, make a few tweaks to the prompt and try again. If there is any part of the response that you do like, make sure to copy and paste it somewhere safe so you don't lose it!

### **YOUR PROMPT:**

I'd like your help capturing the core personality and essence of my brand. I am going to describe my background, my business, my offerings, my ideal client or target audience, my values and principles, and anything else I want captured in my brand identity.

I am a [describe job/role]. My background is [fill in background/experience]. My business is called [name of business]. My goal is to [insert goals]. I offer [describe services, products, offers]. I would describe my ideal client as [describe in detail]. My core values are [insert top values– personally or professionally]. I also want you to know [include anything else that may help identify the essence or heart of your brand. This could be the story of how your business was founded.]

I am inspired by the following brands: [insert brand and reason for inspiration], [insert brand and reason for inspiration], and [insert brand and reason for inspiration].

My vision for the future of my business is [insert vision statement or summary of future forecast for your company].

Can you pinpoint descriptive words and qualities that authentically reflect my desired brand personality? Do you need any other information to do this?



## 03 – CAPTURING YOUR BRAND

### EXAMPLE FROM MY OWN BUSINESS:

I'd like your help capturing the core personality and essence of my brand. I am a branding strategist who specializes in storytelling marketing. My business is called A Big Brave Life. I believe in women owning their own authentic voice and using their life experiences to inform their businesses and also guide their decision-making. I believe leading with stories develops deeper connections and more effective marketing which all results in a greater return and increased revenue. Additionally, it provides clarity and confidence in your messaging since it is uniquely you. My ideal client is a female entrepreneur who is likely newer to her business, although this applies to all entrepreneurs. I believe in honesty, vulnerability, kindness, and integrity. I believe women deserve to allow their stories to take up space and that when we do everyone is better for it. I want to empower women to dig deep and share when they can and where they can. I want them to feel grounded in their business because of the confidence they have in who they are and what they offer. I believe our story can inform our mission and therefore all of our business decisions. I want women to find more ease in their day-to-day business operations and content creation. I offer an online course called The Storytelling Advantage that helps coach women through exactly this philosophy. I also offer done-for-you writing services as a freelance content writer.

I admire brands like Jenna Kutcher who are down to earth, relatable, very practical, but values driven. I also admire Mimi Bouchard for her innovation and prioritization of wholeness as well as intentional action. And the last example I will provide for now is Mel Robbins because of her positivity, encouragement, and authenticity.

I started my business after a very difficult life experience. I am a mom and my youngest daughter was diagnosed with leukemia. We spent years trying to get her well. That difficult time forced me to evaluate all of my priorities, how I was spending my time, where I was giving energy, etc. Once she was cancer-free and starting school I knew I wanted to return to the paid workforce but I didn't want to sacrifice the "new life" I had been building. I was proud of the decisions we were making and how this new version felt. We always called my daughter our big brave girl because her brave had a presence. I decided to start my own business and called it A Big Brave Life because I want to channel that bravery, resilience, and dedication to building a bigger more fulfilling life. Ultimately this is what I hope to share with other female entrepreneurs as well.

Can you pinpoint descriptive words and qualities that authentically reflect my desired brand personality? Do you need any other information to do this?

\*The AI-generated response is on the next page.





## 03 - CAPTURING YOUR BRAND

### **SAMPLE RESPONSE:**

Based on the comprehensive details you provided about your brand vision, offerings, audience, and values, here are the key personality traits and qualities I would use to capture the essence of your brand:

#### Authentic

You place a huge emphasis on women owning their true, authentic voices and allowing their real-life stories to shape their businesses organically. There's no room for inauthenticity or putting on an act with your brand.

#### Empowering

Your brand exists to uplift and embolden female entrepreneurs to step into their power, dig deep, and let their stories take up space. You want to be a source of confidence and inspiration.

#### Grounded

By connecting women to their "why" and using stories to guide mission and decision-making, your brand helps provide a very grounded, rooted sense of clarity amid the daily entrepreneurial storms.

#### Heart-Centered

You lead with kindness, vulnerability, and heart. Your brand creates a safe space for women to be open and true to themselves without judgment.

#### Down-to-Earth

Much like the Jenna Kutcher brand you admire, you want to exude an extremely relatable, approachable, "real-talk" kind of vibe that professional women can connect with.

#### Principled

Integrity, honesty, and values like empowerment and personal truth are crucial pillars of your brand's purpose and personality.

#### Pragmatic

While very heart-led, you also want to cut through the fluff and deliver extremely practical, actionable strategies and coaching that get real results.

#### Resilient

You've stared down unimaginable challenges and emerged with hard-won resilience, determination, and a profound appreciation for bravely forging your own path in life. Your brand identity is imbued with that unbreakable spirit.

#### Purposeful

Your "why" for building this brand stems from living out the courage you witnessed in your daughter during her treatment. There is an intentional sense of higher purpose driving your work beyond just business success.

#### Inspirational

By sharing your personal story of perseverance so openly, your brand can't help but inspire others through the embodiment of what's possible when we fully lean into our bravery.

## 03 – CAPTURING YOUR BRAND

### YOUR RESPONSE:

What words best describe your brand?

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## 03 - CAPTURING YOUR BRAND

Now, keeping all of this information in mind (your brainstorming, your why, your brand vibe or essence, etc.) I want you to use this template to put your Value Proposition in writing.

A Value Proposition simply captures the value you/your business offer to your customers through your products or services. It should speak to, on some level, what sets you apart, and what clients could gain by working with you.

### FILL-IN-THE-BLANK TEMPLATE:

[Your Company Name] offers [key offering/solution] for [target audience/customer description] to achieve [primary value proposition/benefit] through [distinguishing factor/competitive advantage].

If that prompt feels overwhelming, try this one: I help [audience/ideal client] do [thing] by [what you do or offer].

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## 04 - CRAFTING YOUR AFFIRMATION

You're doing awesome! At this point you should have clarified your "why" or the reason you do what you do, defined your brand and what you want to emulate, and captured your Value Proposition.

Now we are going to craft your Brand Affirmation Statement. Remember, this is the statement that will become your North Star. An effective Brand Affirmation Statement should authentically reflect who you are as a business owner, the values and principles you embody, the mission you are committed to, and the meaningful change you want to catalyze through your brand. It's a guide for your decisions, messaging, and actions as you grow your business while staying true to yourself. This statement is about what sounds and feels best to YOU, not anyone else!

I have provided multiple fill-in-the-blank templates for you to choose from. I highly recommend testing each of them out, plugging them into an AI software, then choosing which pieces you like best to ultimately edit and craft your own statement.

### FILL-IN-THE-BLANK TEMPLATES:

"I am a [fill in the blank] who is committed to showing up as [fill in the blank]. My purpose is to [fill in the blank]. After people hear me, they will feel [fill in the blank]."

"As a [describe yourself] entrepreneur, I aim to [your mission/purpose] by [your approach/philosophy]. This is important because [reason]."

"My brand is a reflection of who I am: [key values/qualities]. I commit to [your mission] through [your offerings/services]. This supports my goals because [fill in reason]."

"I started this business to [your 'why'/driving force]. Each day, I strive to [your mission] while staying true to [your core values]."

"When clients work with me, they can expect [what you deliver, e.g. authenticity, expertise, etc.]. My brand embodies [your values/approach] to create [desired outcome/impact]."

"I am a [describe yourself] who believes in [fill in the blank]. Through my work, I am committed to [fill in the blank]."





## 04 - CRAFTING YOUR AFFIRMATION

If this feels clear to you, feel free to plug in your information, craft your affirmation, and move on.

If you're wanting to experiment or play with it a little bit more, here is what I recommend.

Open up Claude or ChatGPT (the same friendly AI-bot you used last time). Go back to your Chat where you already told them all about your business. Now use this prompt:

Using all of the information I have provided you about myself and my business [insert business name], can you try to fill out these templates for me?

1. "I am a [title/job description] who is committed to showing up as [describe brand vibe]. My purpose is to [summarize your purpose]. After people hear me, they will feel [emotions, values, takeaways]."
2. "As a [describe yourself] entrepreneur, I aim to [your mission/purpose] by [your approach/philosophy]. This is important because [reason]."
3. "My brand is a reflection of who I am: [key values/qualities]. I commit to [your mission] through [your offerings/services]. This supports my goals because [fill in reason]."
4. "I started this business to [your 'why'/driving force]. Each day, I strive to [your mission] while staying true to [your core values]."
5. "When clients work with me, they can expect [what you deliver, e.g. authenticity, expertise, etc.]. My brand embodies [your values/approach] to create [desired outcome/impact]."
6. "I am a [describe yourself/title] who believes in [values/purpose/vision]. Through my work, I am committed to [purpose/vision/outcomes]."

### MY BRAND AFFIRMATION STATEMENT:

I started A Big Brave Life to help other women find more ease, confidence, and sense of purpose by channeling their personal stories. My purpose is to help women show up authentically and allow their lived experiences to inform every aspect of their business from their mission to their content to their offers which allows for them to be more honest, grounded, and empowered. After working with me they'll walk away feeling more confident, more clear, more brave, and ready to take action.



# YOUR BRAND AFFIRMATION STATEMENT

Write Your Brand Affirmation Statement Below:

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*You did it!*

How does it feel? Does it feel like you? Sound like you? Your business? Does reading it make you feel excited? Energized? Happy? Proud? Centered? Connected? Grounded? Inspired? I hope so!

The last section is going to help you figure out the best way to use your new Brand Affirmation Statement.





# USING YOUR BRAND AFFIRMATION STATEMENT

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Your Brand Affirmation Statement will be nothing but a nice collection of words if you don't use it effectively. The entire point of going through these exercises is so that you have a tool to use on the hard days.

After you get that “no” and it feels like it sucks the air out of your lungs. After you spend an hour on a reel just for it to get 100 views and zero engagement. After you launch an offer and it doesn't go as well as you hoped...come back to this. Remind yourself of why you do what you do. Allow yourself to remember nobody else does what you do in the way that you do it.

My other favorite way to use my Brand Affirmation Statement is as an extra lens when making decisions. Don't wait for the “no” to pull it out. Instead, when faced with a choice about whether to go in a new direction or take on a project, look at your Brand Affirmation Statement and ask yourself if this new opportunity is in alignment with who you are and what you do.

Get creative with how you use it so that you can integrate it into every part of your business. You'll be surprised at the clarity it can provide.



## 05 - USING YOUR BRAND AFFIRMATION STATEMENT

### PRACTICAL WAYS TO USE IT:

1. Morning Ritual- Start each work day by reading or reciting your Brand Affirmation out loud. This helps center your mind and reconnect with your core "why" before diving into the day's tasks and demands.
2. Decision-Making Filter- Whenever faced with a business decision, big or small, refer back to your Affirmation Statement. Ask yourself "Does this potential choice/action/opportunity align with my purpose and values?"
3. Brand Messaging- Infuse your Brand Affirmation's essence into all your brand messaging - website, social media bios, email marketing, etc. This ensures consistency and authenticity across platforms.
4. Vision Board- Create a visual displaying your Affirmation Statement and accessorize it with images/words reinforcing the energy and aspirations expressed in your statement.
5. Task Prioritization- Review your Affirmation before mapping out weekly priorities and to-do's. This helps filter out non-essential busywork that doesn't support your defined purpose.
6. Wallpapers/Screensavers- Set your Affirmation as computer or phone wallpaper/screensaver to keep it top of mind throughout the workday.
7. Physical Displays- Print, frame, and display your Affirmation Statement in your home office space as a powerful environmental cue. Post-Its work too!
8. Journaling- Start or end a work day by re-writing your Affirmation, reflecting on how you're honoring it consistently.
9. Milestone Celebrations- When hitting major business milestones or goals, re-read the Affirmation and celebrate how that achievement ladders up to your greater purpose.
10. Accountability Circle- Share your Affirmation with a trusted circle that can remind you of its truth when you're having doubts or losing motivation.





# Proud of you!

How are you feeling? I hope you can pause for just a minute, look at what YOU created, and feel really proud. As business owners we are constantly bouncing from one task to the next and forever working through endless to do's. But you deserve to celebrate every single win. And this, my friend, is a win! Come back to this often!

Being able to show up in your business in a way that feels good is everything. Finding your own voice, connecting with your story, and sharing it authentically will only bring good things to your business. I cannot wait to watch you grow!

Tag me on Instagram so I can see your hard work in action!!

If you're looking for help finding clarity around your branding and messaging, I would love to help.

My course The Storytelling Advantage will help you connect with your authentic voice, identify how your stories and lived experiences have informed your mission, and clarify your messaging so that you and your why stay at the center of it.

I believe there is a way to show up with ease in our businesses. It starts with our stories.

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