



UNCOVER THE HEART OF YOUR *Brand.*

Your Brand Essence Workbook



Hello! I'm Nelia



I am so honoured that you're here and excited for you to take this step toward your brand story—one that often gets overlooked. Because this is more than just a brand, it's your soul's purpose guiding every decision you make.

As an Empowerment Life Coach and Creative Digital Strategist with a deep love for spirituality and authentic expression, I blend soul, strategy, and creativity to help heart-led women build brands and lives that align with who they truly are. My mission is to guide you in creating a business and lifestyle that feels empowering, magnetic, and unapologetically you.

With over 25 years of experience as a Graphic Designer, I've helped countless brands bring their vision to life through storytelling, and websites that connect and convert. As an in-house marketing creative I led content strategies, design systems, and storytelling campaigns from concept to completion. I have supported a wide range of small businesses in enhancing their online presence and adopting digital tools to grow with confidence. But beyond the strategy and design—this is soul work. As a certified Soul Purpose Life Coach through the Dharma Coaching Institute, I'm here to help you reconnect with your purpose, express your truth, and build a business that supports the life you're here to live.

Whether you're just dreaming up your business, navigating a rebrand, or craving more clarity and cohesion this workbook is designed to guide you back to your Brand Essence. It's your compass. Your grounding. Your permission slip to stop performing and start showing up as the real you.

I truly believe that we're all a Work of Art. And together, we'll create a—

Masterpiece!



Contents



INTRODUCTION

CREATING WITH CLARITY

THE “WHY” BEHIND YOUR BRAND

WHO IS YOUR “DREAM CLIENT”

CRAFTING YOUR BRAND STORY

EMBRACING YOUR BRAND’S ESSENCE



Introduction

UNDERSTANDING BRAND ESSENCE

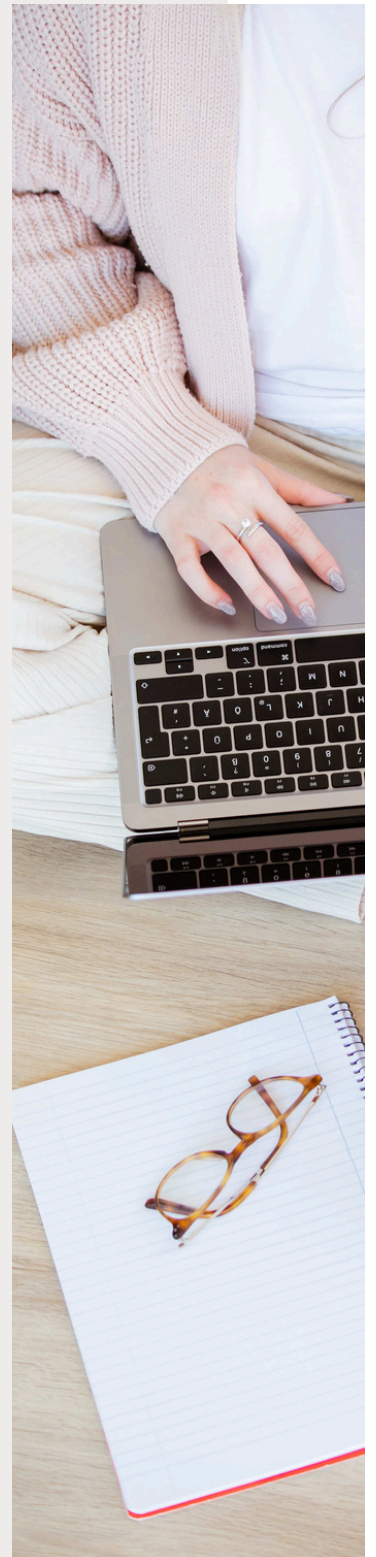
Your brand essence is your unique spark that sets you apart in a crowded market. Brand essence represents who you really are and who you're meant to serve, so you strategically attract your dream clients.

What is Brand Essence?

Brand essence is the soul of your brand—the core identity that captures your brand's purpose, values, and personality. It's the emotional connection you create with your audience, making your brand unique and memorable. Your brand essence is the foundation of your brand strategy, guiding every decision, from the visuals you use to the messages you communicate.

Why Does Brand Essence Matter?

Brand essence is more than just visuals—it's the energy, alignment, and expression behind your business. It's what makes you memorable and magnetic. Getting clear, everything flows—your messaging, your presence, and the way your audience connects with you. A strong brand essence builds trust, inspires loyalty, and allows you to show up confidently, knowing your brand truly reflects who you are.





Creating with Clarity

Before diving into your brand strategy and fully stepping into your true vision for your desired lifestyle, there is something you need to get out of the way...the mental clutter of fears and limiting beliefs.

Limiting beliefs and fears can cloud your vision, making it difficult to step into your true purpose—like looking through a foggy lens where everything appears fuzzy. But when you acknowledge and release these blocks, clarity and confidence begin to emerge.

I have included two powerful exercises to help you reset and realign. Working through these exercises, you'll clear mental clutter, release old stories that no longer serve you, and create space for a business and life that truly aligns with your vision. It's time to step into your full potential with clarity, creativity, and confidence!

You've got this!





Releasing Limiting Beliefs & Fears

Identify the thoughts holding you back, let them go, and move forward with confidence.

Grab yourself a sheet of paper and a pen or pencil. We'll start with a Zentangle exercise; a meditative drawing practice that quiets the mind, enhances focus, and fosters creativity.

The repetitive, intuitive nature of Zentangles rewires the brain for calm and clarity, promoting neuroplasticity while reducing self-criticism and overthinking—a great warm up before going into your brand strategy.



As a sovereign being, you do not need the permission or direction of another; these can only come from the sacred inner sanctum of your heart. –Kris Franken

Let's get started



Mindful Creativity for Clarity & Flow

STEP ONE:

Start small—draw a simple shape in the centre of your page (circle, square, or any other form that comes to mind).

STEP TWO:

Let it flow—adding lines, curves, or repetitive patterns connecting to your starting shape.

No overthinking—allow the design to emerge naturally, without judgment or expectation.

STEP THREE:

Fill the page—continue drawing until the space is covered in patterns.

STEP FOUR:

Pause & reflect—take a moment to observe your work. How do you feel? What does your pattern reveal about your energy or mindset?

Repeat this practice whenever you need a mental reset.

Seeing life (and business) from a cosmic perspective reminds us that obstacles are temporary, and our dreams are always within reach.

Your brand is a work of art. So is your journey. Let it unfold naturally.



Step into Your Creative Power

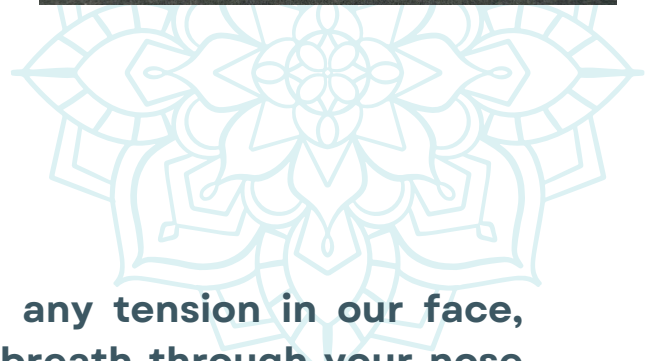
Release fear and flip the script on your limiting beliefs to get clear and on purpose.

Great! Now that you've cleared some mental clutter, it's time to dive deeper and uncover what's been holding you back. Whether it's fear of failure, imposter syndrome, or feeling like you're not enough, these thoughts can create invisible barriers that keep you stuck.

This next exercise is all about shifting your mindset and embracing your full potential. When you replace doubt with confidence, you open yourself up to new possibilities, allowing your business –and you–to thrive.

Let's remain comfortable, releasing any tension in our face, neck, and shoulder. Take in a deep breath through your nose releasing fully through your mouth.

Now that you're relaxed, let's get started on the next page.





Take a moment to reflect on any limiting beliefs or fears you have around your business and your ability to succeed. In the NEGATIVE column below (or on a separate sheet of paper), write down these thoughts—no filter, no judgment, just complete honesty. The key here is to acknowledge them and bring them into the light.

Once you've poured it all out, shift your focus to reframing these beliefs. In the POSITIVE column, rewrite each limiting belief into an empowering truth. Consider the unique strengths, experiences, and qualities you bring to the table. Instead of "I'm not experienced enough," try "Every expert started as a beginner, and I bring fresh ideas and passion to my work."

NEGATIVE THOUGHT:

Ask yourself: Is this really true?

e.g. I am not creative enough.

POSITIVE AFFIRMATION:

Challenge your beliefs. Flip it into a positive, empowering affirmation

e.g. My ideas flow naturally and with ease. I am endlessly creative.



NEGATIVE THOUGHT:

Ask yourself: Is this really true?

e.g. I am not creative enough.

POSITIVE AFFIRMATION:

Challenge your beliefs. Flip it into a positive, empowering affirmation

e.g. My ideas flow naturally and with ease. I am endlessly creative.



Action Steps

These journal prompts will guide you in diving deep into your Brand Essence, gaining clarity on the lifestyle you want to create, and connecting with your mental, emotional, and spiritual state for a more aligned and purposeful business journey.

How do my current emotional and mental states influence the way I show up in my business?

If I trusted fully in the universe's abundance, how would that shift the way I approach my business?

Imagine operating from a mindset of abundance, and explore how this belief can elevate your confidence and ability to serve others.

Reflect on how I can embrace the process of building my business with a sense of playfulness and passion, allowing my journey to feel more fulfilling.

How can I infuse more joy and creativity into my business journey while staying aligned with my brand's mission?



The “Why” Behind Your Brand

Your brand mission is the heartbeat of your business, the essence. It answers the question: Why do you exist?



In this section you will identify your purpose, why it matters, and how it serves your audience, what is the lifestyle you want to create. These questions are meant to explore the “Why”

Stay authentic



QUESTIONS TO EXPLORE

To Discover Your Brand Essence

What inspired you to start this brand?

Describe who you are? And what you offer.

What is your expertise?

What does your client need? What problem do you solve for them?



How do you want to impact the world? What are your unique set of desires and talents?

How do you solve these pain points? What is your solution?

If your brand could change one thing for your audience, what would it be?



Action Steps

Review your answers. Write a concise statement (1-2 sentences) that clearly communicates your brand's purpose and what you stand for- mission statement:

Now ask yourself:

- ☐ Does this feel like fulfillment in my heart?
- ☐ Does it make me feel free, lighter?
- ☐ Does it spark excitement in my body?

If not, revisit those questions, your 'Why'



Core Values:

WHAT DRIVES YOUR BRAND?

Your core values are the guiding principles that shape every decision you make, influenced by what's most important to you and your business.

What do you care about most in this world?

What is something you love to talk about?

What are your non-negotiables for integrity in personal and professional?

What value or belief shines through in everything you do?



Core Values

Action Steps

Identify the 3 core values guiding you, and briefly describe how each value shows up and influencing the way you do business.

1

VALUE

2

VALUE

3

VALUE



Who is your “Dream Client”

Identifying your dream client is crucial to tailoring your message, products, and services to those who truly resonate with your brand.

You will likely attract all kinds of customers, but you want to fine-tune your message to speak directly to your dream clients. These are the people who you would love to work with and are excited to hear from you, have the means to invest in your services or products, rave about you, and can't wait to share your brilliance with the world.

In this section you will create a detailed profile of your dream client.





Your target market

WHO ARE YOU HERE TO SERVE?

Visualize your dream client in detail. Here are some questions to help you create a profile.

What are their key challenges, and how does your brand help solve them?

How do you want your dream client to feel after interacting with your brand?

What motivates them to seek out your products or services?



Your dream client

Action Steps

Describe in detail your dream client, who you would love to work with. Include all the things that make them someone you dream of working with: their demographics (age, gender, occupation, lifestyle), pain points, desires, ready to invest, always pay on time. Where do they hang out online or offline? (social media, events, etc.). How do you connect with them? Get crystal clear on who you're speaking to so your message truly resonates.

[illegible]



Crafting Your Brand Story

- Tie it all together



Your brand's personality is how you communicate with your audience, making it feel human and relatable. It's the tone of voice, and style you use to build an emotional connection.

Combine your mission, values, and personality to create a compelling journey that your customers can relate to.

Use this as a guide for your messaging and content creation. Write a short paragraph describing your brand's personality.



Describe your brand in three words?

What's the unique story of your brand?

If your brand were a person, what personality traits would it have?

How does your brand make a difference in the lives of your customers?



What lasting impression do you want your brand to leave? (Perception or experience)

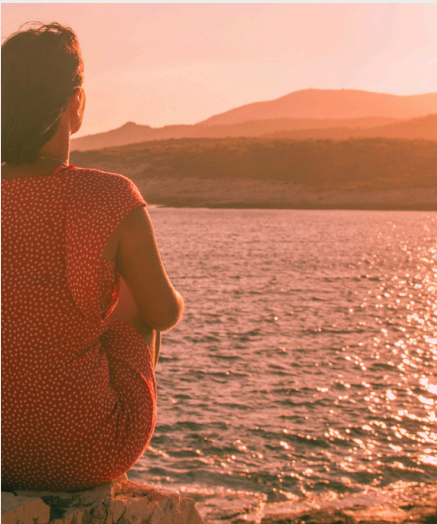
How do you want people to feel after interacting with your brand (e.g., inspired, empowered, comforted)?

What challenges have you overcome, and how have they shaped your brand?



Embracing Your Brand's Essence

Your brand essence is just the beginning. It's a living, breathing part of your business that will evolve as you grow. Keep revisiting this workbook to ensure that your brand continues to align with your core pillars; mission, values, and dream clients.



Now that you've defined your brand essence, take time to reflect on what you've uncovered.

Your Brand's Essence Checklist:

- ☐ Mission Statement
- ☐ Core Values
- ☐ Dream Client Profile
- ☐ Brand Personality
- ☐ Brand Story

Embrace Your Uniqueness!





Thank-you!

I'm so excited that you made it through the workbook and now the world gets to watch you show up online as the Boss Babe you were born to be!

Looking for more support? I'd be happy to work with you, visit my website to learn more about my done-for-you packages and to book a free chat.

Subscribe on my website to receive updates, or learn about new resources and services to help you on your journey to creating a vibrant life.



Contact:

soulcreativestudiowithnelia.com

neliaricardowodiany@gmail.com

Let's get social!

Instagram: @nelia.soulcreativestudio

Facebook: @CoachwithNelia

where I regularly share valuable insight and tips.