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# BRAND CLARITY *workbook*

CRAFT AN ALIGNED PERSONAL BRAND  
THAT STANDS OUT AND GET NOTICED  
BY READY-TO-BUY DREAM CLIENTS

[WWW.CAROLHAMPSHIRE.COM](http://WWW.CAROLHAMPSHIRE.COM)

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# Hey there, I am Carol

I AM A BRAND DESIGNER & STRATEGY MENTOR WITH 30 YEARS' EXPERIENCE AND THE NAME BEHIND THE BRAND OF SOME OF THE WORLD'S TOP FEMALE COACHES.

My passion is to support entrepreneurs to create and launch their unique **Soul Aligned Brand™** successfully so they can make a huge impact in the world and transform lives while living a life of freedom and abundance.

## **My methodology works. Fast.**

My clients have had 6-figure months, sold out their first-ever programs, had 7-figure launches and created the special kind of hell yes offers that sell themselves.

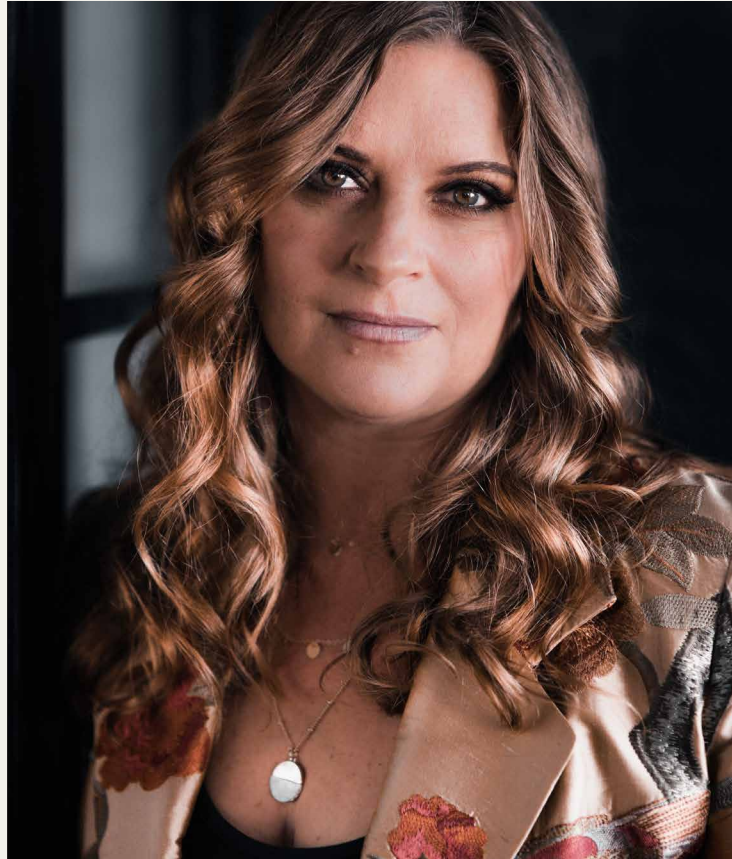
## **And it has worked for me too.**

I have used my **Pure Essence™ framework** in my own business and since then, my business has generated more than \$100K cash sales in just 6 months. I'm fully booked months in advance with high caliber clients who are impacting the work in a profound way and I sell my premium custom design offers with ease.

I created this workbook as a tool that I wish I had when I was starting out, to help me get clarity on my niche, my unique voice, my messaging and help me fast track my success.

My wish is for you to get the insights and clarity you need to infuse your essence into a brand that attracts high caliber dream clients.

Just remember to have fun along the way!

A handwritten signature in a cursive script that reads "Carol".

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# welcome

I'm so excited that you're here taking a powerful step towards building a powerful and strategic personal brand.

Branding is built on the understanding of WHY you are called to do the work you do, WHO your ideal client is, WHAT you need to do to stand out and HOW you're going to get visible and bridge that gap.

In this workbook I will take you through my Pure Essence™ framework, comprising of the 4 phases outlined above.

The intention of this framework is to build a soul aligned business from the inside out so you can authentically attract your clients, stand out from the crowd and fast track your expansion, impact, growth and success.

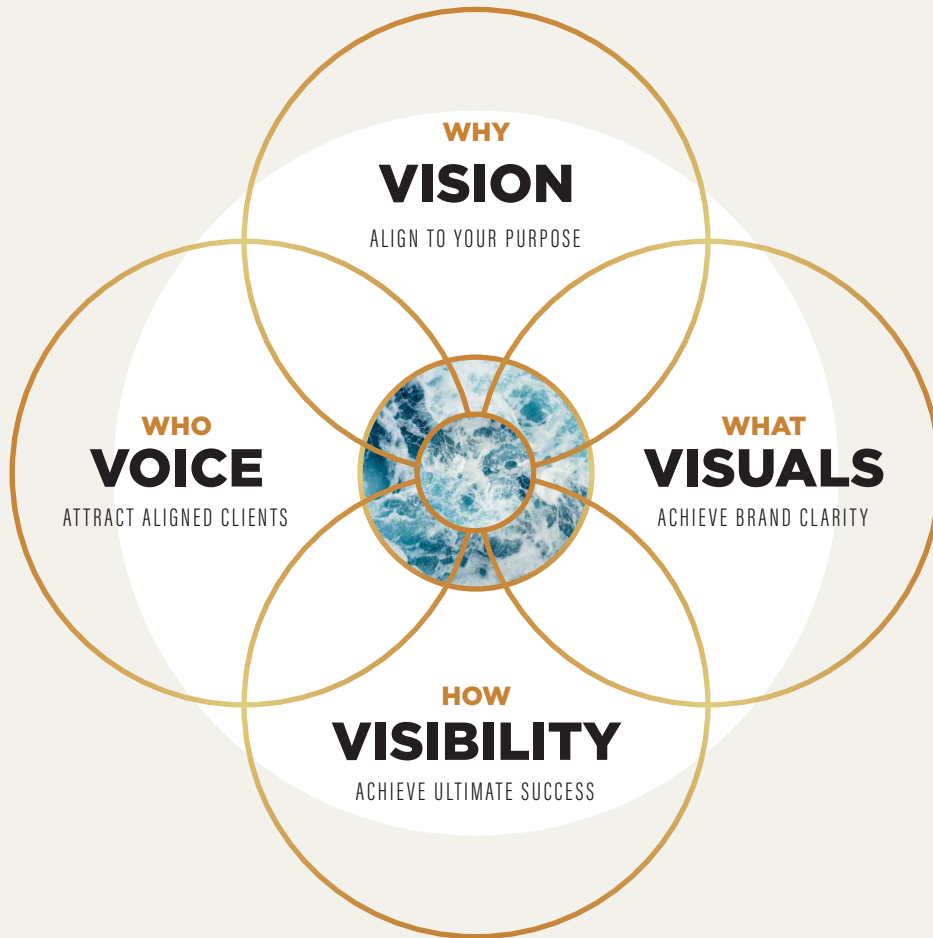
If you have any questions, don't hesitate to reach out to me at [hello@carolhampshire.com](mailto:hello@carolhampshire.com)

Happy branding!

carol hampshire.

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**PURE ESSENCE™ FRAMEWORK**

framework

# VISION

## 01 Align to your purpose

When you are developing a personal brand, it is important that you have a clear vision of why you started this business in the first place and what your business aspire to achieve.

Take the time to align your vision to your soul purpose and your BIG “why”.

Why did you start your business in the first place? Personal branding is unlocking your marketing power through your own personal story, your essence and your purpose.

This will help you stand out from your competitors and help connect with your ideal clients.



# VISION

**Your Purpose:** What is your big 'Why'? Why Do You Do What You Do?

**Your Vision:** What are your BIG goals that will create your dream life?

**Your Past:** What circumstance have you overcome or mastered that inspired you to make this your life's mission?

**Your Essence:** What is your divine calling and/or your zone of genius?

**Your Power Words:** What are your top 5 values that you stand for? Here are some suggestions:

Authenticity Adventure Authority Balance Boldness Caring Compassion Community Competency Connection Contribution Creativity Curiosity Determination Expansion Fairness Freedom Feminine Fun Growth Happiness Healing Honesty Humor Influence Integrity Harmony Justice Kindness Knowledge Leadership Learning Legacy Love Loyalty Meaningful Openness Optimism Peace Pleasure Recognition Respect Responsibility Security Self-Respect Service Spirituality Stability Success Trustworthiness Wealth Wisdom

# VOICE

## Attract aligned clients

How you communicate your vision to your audience plays a big role in the development of your brand as it will invite your audience to connect on an emotional level and this is the key ingredient when taking action.

It's the tone and personality you use in your marketing materials, website, and social media platforms. Your voice should be consistent and be reflective of your brand's personality. If your brand is playful and lighthearted, your voice should be too.

Knowing and understanding who your ideal clients are, what motivates them and the problem they are trying to solve will help you position yourself as the key solution to their problem.

Here we help your audience know that you understand their journey and that you are the one to help them overcome their challenges to the success they dream of.

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# VOICE

**Client Desires:** If you ideal client wrote a list of things they want, what would they say?

I want....

**Client Struggles:** What keeps your clients up at night, what are their pain points?

**Ultimate Solution:** What is the dream solution that they are looking for?

**Brand Phrases:** What unique words/phrases are you currently using in your brand messaging, offers, programs?

**Brand Bio:** What is the ultimate transformation that you promise? Make this short, powerful and to the point.



# VISUALS

## Achieve brand clarity

Your brand visuals are more than just a logo, color palette, fonts, brand images or social media grid. All your brand visuals need to tell the story of your vision and feel aligned to your essence.

A well-designed visual identity will help you stand out from the competition and leave a lasting impression on your customers. I have personally seen my clients' business and income explode after a brand identity refresh.

In this phase, we work on embodying your brand using your core brand archetype as an anchor to set you apart and create a stand out brand.

Your visual brand works to embody and communicate the overall feeling and emotion that makes you, you. Your energy, plus the graphic elements of your brand, will strengthen your recognizability over all platforms and strengthen your brands positioning.

# VISUALS

**Brand Personality:** What 5 words best represent your brand's personality? Here are some suggestions:

Leadership Innovative Luxurious Elegance Abundance Adventurous Confident Enthusiastic Inspiring Motivated Soulful Friendly Spiritual Gentle Spicy Outspoken Courageous Artistic Easy-Going Helpful Nurturing Healing Transformative Clinical Playful Energetic Imaginative Sincere Thoughtful Educational Fun Revolutionary Disruptive Creative Powerful Magical

**Brand Tone:** What 5 words best represent your brand's tone? Here are some examples

Clean Simple Inviting Fun Vibrant Bold Inspiring Luxurious Classy Elegant Playful Romantic Heart-Centered Serious Spiritual Feminine Leadership Healing Nurturing Modern Magical Motivating

**Brand Identity:** What brand vibe and colors do you most align to?



Colors inspired by the forest - all the feels of the earth and body  
(MYSTIC MAVEN)



Colors inspired by the ocean - all the feels of water and heart  
(BOHO CHIC)



Colors inspired by luxury - all the feels of fire and soul  
(LAVISH LUXE)



Colors inspired by energy - all the feels of air and mind  
(REBEL VIXEN)

**Brand Fonts:** I suggest 3-4 fonts maximum in your brand to create recognition. Some free font suggestions are:

**Serif font:** Butler / Didot

**Script:** *Brittany Signature / Amalfi Coast*

**Sans serif font:** MONTSERRAT / RALEWAY

**Brand Board:** Create a brand mood board on Pinterest using colors, textures, images etc that best represent you.

# VISIBILITY

## Achieve ultimate SUCCESS

In this phase, we focus our attention on putting all of these elements together so you can escalate your income through strategic online marketing.

When coming up with your business model and product suite, think about what pain points your clients are experiencing and how you can provide transformational solutions.

Creating an online marketing strategy for your business is the single best thing that you can do to share your message and build a highly engaged audience who are looking for the transformation you can offer.

The key here is CONSISTENCY, and I've included a list of online marketing strategies to help you create content, launch and stay visible to your audience.

# VISIBILITY

**Content Buckets/Themes:** What topics will you be talking about over social media that position you as an expert in your field?

**Brand Story:** What stories sets you apart from others and creates genuine connection with your audience?

**Content Creation:** What are your preferred methods of creating content? Here are some suggestions:

Writing thought provoking/inspiring/educational content, Creating graphics, Going live, Making reels, Podcasts, Summits, Sending out newsletters, Writing books,

**Visibility:** Create a strategy around the topics, types of contents and online visibility you will commit to

# VISIBILITY

Use this checklist to fast track marketing your new brand.

- Create a social media strategy that works for you and block out time to work on the content and schedule in advance on a platform like [www.later.com](http://www.later.com)
- Create Canva social media graphics using your new branding based on your brand vision board. Keep the colors, fonts and designs simple, clean and elegant.
- Go live regularly on social media and create reels, this is the format that will get you the most views, position you as an expert and build your buying audience.
- If you are building your audience, give away an aligned freebie that helps set you apart from your competitors. This will help grow your email list.
- Email your data base regularly, at least 2 times a week, so you can nurture your audience, build trust and share your latest offers.
- Update all your social media platforms with the new brand bio and clear head shot.
- Create free (or paid) trainings or masterclasses on a regular basis that help grow your audience and position you as an expert.
- Review your website and update the branding and revise the copy so it is in line with your new and improved brand strategy.
- Consider getting a new brand photo shoot based on the new brand strategy. Brand images are vital in attracting your audience online.
- If you do not have a website, build a one page website using my template - it is all laid out for you already and can be purchased on my SHOP page.
- Drive more client to your offers by creating a sales funnel that is easy to set up and is designed to convert. Find the sales funnel bundle in my SHOP page.
- Connect authentically by being YOU. Share your life, your adventures, your hopes, your dreams and your successes. Being YOU inspires others and converts people organically as they align to your beautiful and glowing energy.

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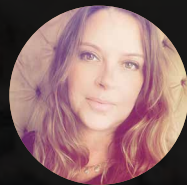
# thank you

Thanks so much for allowing me to be a part of this transformational journey and help you to expand your brand from the inside out.

You have an important legacy and gifts that you need to share with the world. Having a clear brand strategy will make this even more possible and is the next bold step in your journey to a life of freedom, adventure and success.

I will keep a look out for you online and share your exciting journey with you. If you have any questions, don't hesitate to reach out to me at [hello@carolhampshire.com](mailto:hello@carolhampshire.com)

Happy branding!



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# next steps

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[BOOK A BRAND YOUR BRILLIANCE CALL >](#)

[VISIT MY WEBSITE >](#)

[TAKE THE FREE BRAND ARCHETYPE QUIZ >](#)

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