



# Brand Strategy Workbook

FOR THERAPISTS AND COACHES

DON'T CREATE YOUR PRACTICE WEBSITE UNTIL  
YOU'VE COMPLETED THIS WORKBOOK

# Copyright Stuff

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# Introduction

Are you creating a business by design or by default?

The Brand Strategy Workbook will help you develop the insights and tools needed to create a successful brand strategy for your therapy or coaching practice.

Identifying the what, why, and how of your business is an essential exercise before building your business website. Your website must communicate a clear brand message that reflects you and your work authentically to attract your best-fit clients and keep your practice full.

## Why do you need a brand identity?

A brand identity will...

- Provide a clear purpose for why and how you are engaging clients, an essential aspect of any marketing strategy
- Communicate your messaging more clearly so you can attract and maintain your dream clients
- Help you gain greater influence in your industry
- Set you apart from others in your field

To get the most out of this exercise, answer each question with detail and depth. Dig deep!

# Background + Bio

Your Name:

Your Practice Name:

City/State:

What type of business is this?:

Why did you start this business?:

What strengths do others acknowledge in you?

When working with a team, what role(s) do you usually prefer to fulfill?

When faced with an overwhelming obstacle, what skills do you employ to overcome it?

Which of your skills and strengths excite you the most?

What are the strengths and skills that lead to burnout? Which ones do you NOT want to use every day?

What's missing? List the skills you want to develop:

# Brand Essence

The main purpose of your business:

What are the principles that guide your behavior? List the core values of your business, with their definitions:

If your business had human personality traits, what would they be?

# Products + Services

What are you selling? List your products and services:

If you were explaining your business to a child, how would you describe it?

What are the tangible benefits of each service/product you offer?

Describe the "buyers journey." This is the process a potential client goes through from the moment they reach out to you until the service or product is delivered.

# Questions

What are the ten most common questions you get about your brand, business, or service? What are people most curious about? Think about emails you've received, social media conversations you've had, or questions that friends, family, potential clients, and acquaintances have asked.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



# Audience + Market

## PART ONE

Who is your ideal client? Use whatever words naturally come to you when describing your ideal clients.

What problems, lacks, needs, or desires do your ideal clients have?

# Audience + Market

## PART TWO

What other products and services do your ideal clients purchase/use to address these problems?

In what ways are you different from other therapists/coaches?

# Ideal Client Profile

## PART ONE

Gender:

Age:

Location:

Ethnicity:

Education level:

Interests:

Hobbies:

Passions:

# Ideal Client Profile

## PART TWO

Personality:

Income level:

Industry/job:

Types of blogs he/she is likely to read:

Which social networks is this person likely to use?

Which magazines does he/she read?

What would make this person trust a therapist or coach?

# Ideal Client Profile

## PART THREE

Six reasons your ideal client would want to work with you:

1.

2.

3.

4.

5.

6.

Four reasons your ideal client might object to working with you:

1.

2.

3.

4.

# Ideal Client Profile

## PART FOUR - GO DEEPER

What social issues likely affect your ideal client (IC)?

Do they like their job/career?

What is your IC's primary need in life?

What is your IC's general disposition? How does your IC view the world?

What would your IC do if he/she/they had a free day?

What is your IC's biggest expense each month?

Second biggest?

What does your IC like to spend money on?

# Contemplation

List the questions that might be floating in the heads of your ideal clients as they contemplate working with a therapist or coach:

1.

2.

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# Objections

Imagine your ideal client is looking at your website. What objections or questions will they have? What do they need to know before they will be willing to contact you?

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# Keywords

What are some words or phrases your ideal client might type into Google search when looking for a therapist or coach?

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2.

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# Brand Visuals

List three colors you associate with your ideal client:

List five adjectives you associate with the image of your brand (i.e. modern, warm, bright, spiritual, soothing). Keep your ideal client in mind.

List some images you associate with your brand (i.e. Buddha, geometric shapes, candles, oceans, flowers, cultural symbols, people). Again, keep your ideal client in mind.

What are some quotes or phrases you associate with your ideal client or what you offer them?

# Brand Visual Resources

## 1. Colors

If you'd rather not develop a color palette from scratch, you can choose a theme that a designer has already created. Hop on Pinterest and search for "color scheme" or "color palette" with another adjective that describes your brand visuals.

For example:

"Color scheme bright"

"Color palette teal"

"Tropical color scheme"

"Soothing color palette"

## 2. Fonts

If you have a 7.1 version of a Squarespace website, there are some great font combinations built-in. Or, you can use a font combination already created by a designer. You can search for "font pairings" or "font combinations" on Pinterest or Google. Add keywords like, "modern" or "elegant" to narrow the results.

## 3. Logos

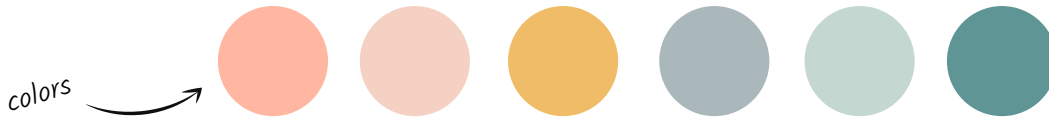
I have a collection of logos available for purchase in the [Logo Shop](#). If these don't coordinate with your brand visuals, Etsy, Creative Market, Fiverr, and 99Designs are great places to find ready-made and custom logos.

## 4. Comprehensive Brand Packages

If you are totally overwhelmed with identifying your brand visuals, I recommend hiring a branding expert or a designer who can provide all your brand visuals. I've also seen some gorgeous options on Etsy. Search "custom branding package."

# HERE ARE THE BRAND VISUALS FOR MY THERAPY PRACTICE

logo → **EMILYWHITISH**  
PSYCHOTHERAPY



fonts → **Quiche Bold Heading 1**

**Quiche Bold Heading 2**

**QUICHE HEADING 3**

Glacial Indifference Paragraph Font

socials →



ideal client →

## Next Steps

If you haven't completed the other Writing Guides provided in this bundle, do that now. They will be much easier to complete now that you've got your branding all figured out!

When you're finished, you should have everything you need to start writing your website copy.

Be sure to check out [my blog](#) or [social media](#) posts. I provide a lot of writing tips!

Need More Support?

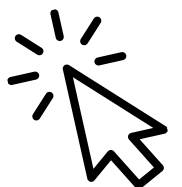


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