

01. VISION IN FOCUS



SEASON OF
SOWING

Defining your vision

This worksheet accompanies the *Vision in Focus* audio and is designed to help you clarify your brand vision.

Take a quiet moment to listen to the audio then reflect on the following prompts. Write down your thoughts freely - this is your space to explore and create a vision statement that feels empowering and inspiring.

1. What difference do you want your brand to make?



2. Why does this matter to you and others?



3. How does your brand offer value?



4. What qualities define your brand?



Craft your *vision statement*

Capture the essence of what your brand stands for and its impact.

My brand is here to...

It makes my audience feel...

The impact my brand will create is...

Begin drafting your vision statement:

Craft a brand that feels like home



© These Are The Days. All rights reserved.

No information contained within this document may be reproduced, transmitted or copied without the express written permission of These Are The Days.

thesearethedays.co
hi@thesearethedays.co
www.thesearethedays.co