



BODHI
YOUR ENVIRONMENT TO ENLIGHTENMENT

BRAND IDENTITY WORKBOOK

A step-by-step workbook to
help develop the correct brand
foundation for your business.

**YOUR
BRAND
IS**

**THE
STORY,**

DESIGN

IS THE

STORY-

TELLING

Take your time, answer the questions below
and convince me!

I strongly encourage you to truly ponder each
question and work on your answers.

If you answer the questions below 'off the cuff',
the lack of connection to your customer will be
apparent in the end design.

Dig deep, place yourself in the shoes of your
customers and write about the story, values
and benefits of your business – CONVINCE ME!

The questions will ensure your brand
is aligned with your business goals

Start NOW!

Grab a pen and start writing

You need to stop procrastinating.

Now is the time to start building
the business of you.

Best of luck and here if you need me!

Paul



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[illegible]

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on its right side, suggesting it's resting on a surface.



What are your business goals?

How do you see your business in the future?



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What problems do you solve?

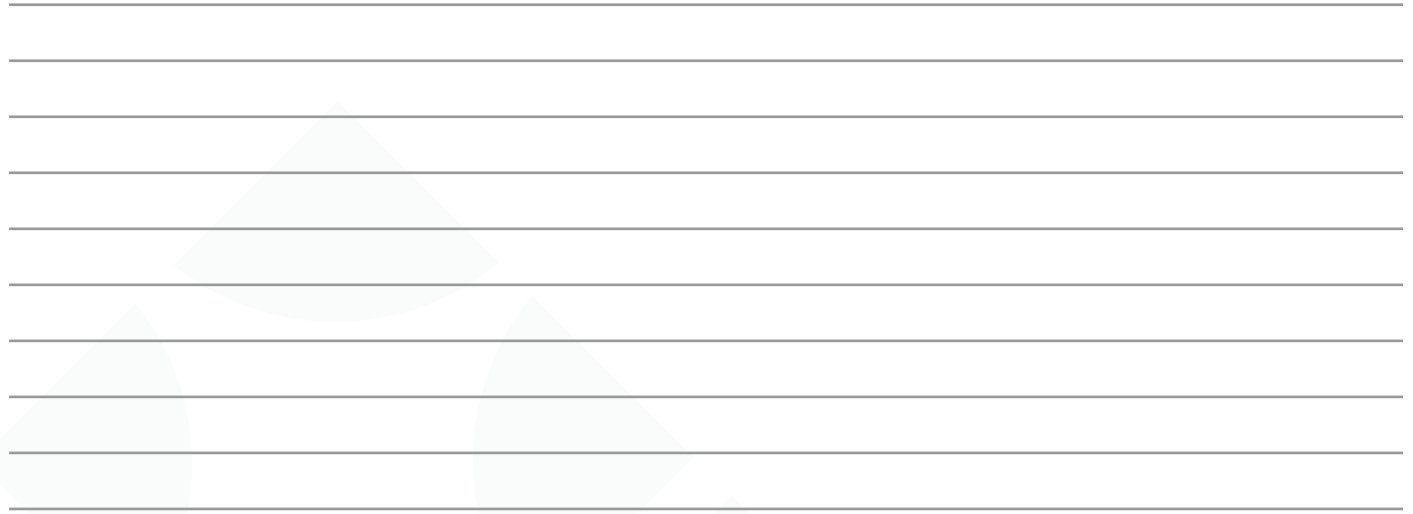
What do your clients get as a result?



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What feelings should your brand evoke when people encounter it for the first time?

How do you want to create these desired emotions in your audience?

What basic human values does your brand stand for?





If your brand was an animal, what would it be and why?

If your brand was a plant, what would it be and why?

If your brand was a season, what would it be and why?

If your brand was a movie character, who would it be and why?

If your brand was a place on the earth, where would it be and why?

If your brand was a person, who would it be and why?

For example: a supporting friend / respected trainer / patronising mother / playful child /strict teacher etc.



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“
Your **life** is
controlled
by what you
focus on

“
TONY ROBBINS



PAUL FEENEY

Founder of Bodhi | Brand Strategist & Marketer

Hello!



My name is Paul Feeney, I am the Founder of The Bodhi Business Academy and I am a brand strategist and marketer.

Having *never* worked for a design agency, my real-life design experience has always been focused on what matters most, **sales**.

I only work with a select few clients at a time so I can fully understand the needs of their business and focus on solving their problems using a blend of brand strategy, SEO and online marketing. I aim to build and implement growth strategies, not marketing strategies.

I use brand strategy, design and strategic thinking to help companies acquire and delight customers.

Let's Focus on your
framework
**Book your free 1-2-1
consultation today.**

REQUEST A CALL



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