

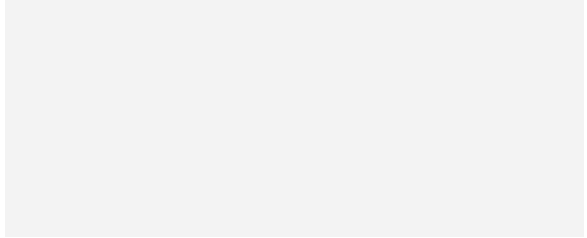
SIMEON TAIWO

PERSONAL  
AND BUSINESS  
**CLARITY**

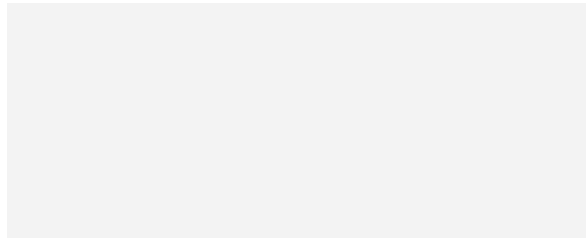
Workbook



What do you know about yourself? What has life been like? What have you overcome? What are those things that give you the greatest concerns? What strengths or abilities do you have?

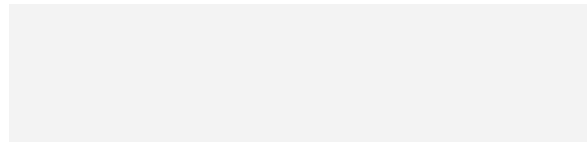


What are those things that inspire you so much? Who are those people who look like they've reached where you're going in life?



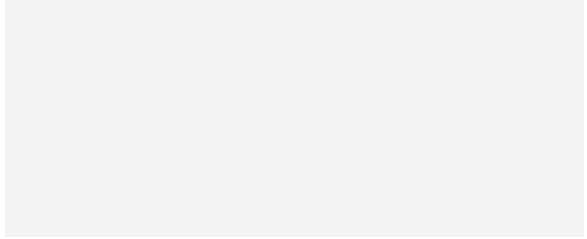
What drives you in life? What are your core motivations? Example: being your own boss, being able to help others, etc.

What does your normal day look like? What are those activities or conversations you habitually engage in?

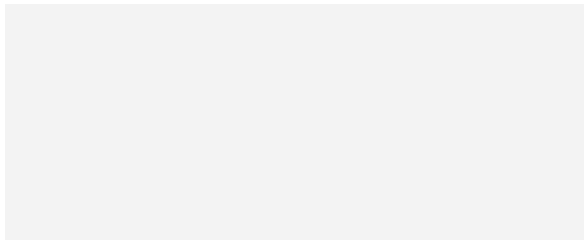


## PERSONAL

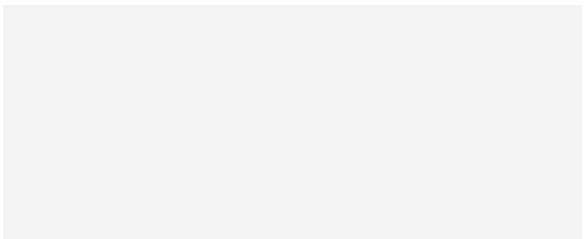
Who are those friends you often spend most of your time with?



What does success look like to you?  
Take a deep look at your future happy self. What are those things you would have or become to make you so happy and free?



If you have all the money you'll ever need in the world, what kind of work or activity would you love to spend your time & energy on?



**BUSINESS  
BACK-  
GROUND**

How did you get into the business or occupation you're into now?

Is there a story behind your business? Something that prompted you to go into the business?

Aside from the money you're making, what other thing makes your business important to you (and to your customers)? In other words, what's your ultimate mission?

What do your customers love most about how you serve them?

What problem is your business solving?

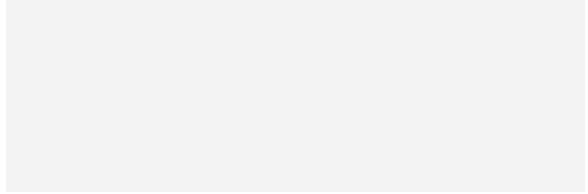
List five adjectives (or any word) that describe how you do business. And how customers feel about your business.

What feeling do you want people to attach to your brand? Eg. Luxury, world-class, excellent customer service, etc.

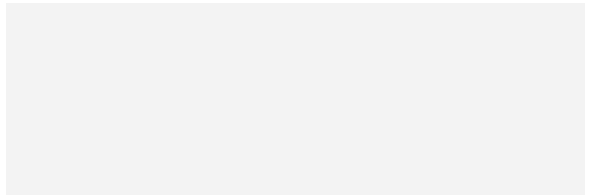
Let's talk 5 years from now! What class of industry players do you want to belong?

## AUDIENCE

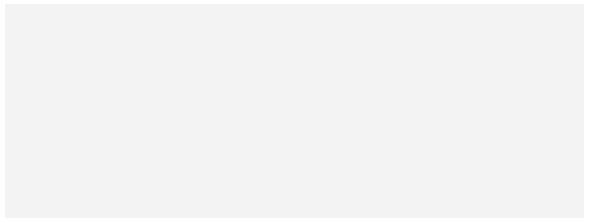
What difference or uniqueness are you creating for your target consumers?



Let's talk about your potential client. Now, you're free to dream. Just mention one person or company you really would love to be in the list of your happy clients.

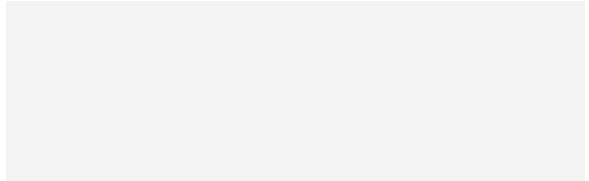


Now, think about the taste, preference, class and lifestyle of that potential client. Write them down.

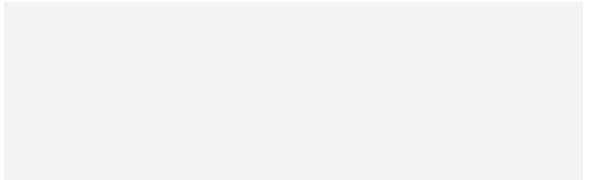


## AUDIENCE

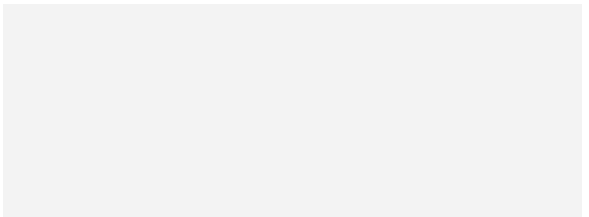
Where would you most likely find your ideal (potential) client? Where does he/she often hangout? Who do they mingle with?



Think about the fears and concerns of your dream client. What could they be afraid of? What could be their major concerns when it comes to getting the services/products you offer?



How can you position yourself within the radar of your potential client so they can notice you?



## COMPETITION

What are the existing loopholes or performance gaps within your industry?

Who do you consider to be your competition?

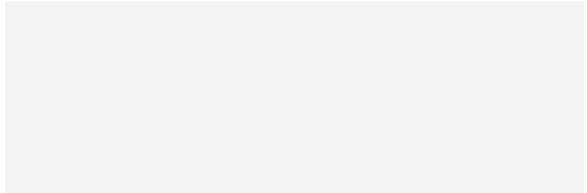
Who are those who truly inspire and challenge you within your industry?

What have you studied and understood about how they operate, their core strengths & competitive advantage?

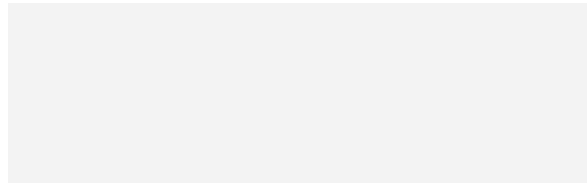


## COMPETITION

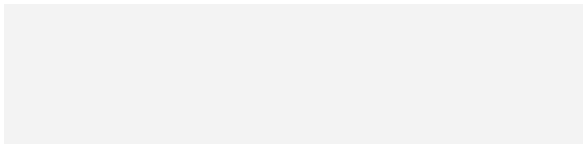
What do you think is the problem they are solving & the market segment they're targeting?



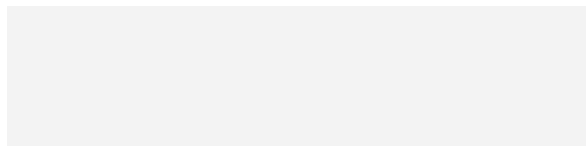
What tactics or strategies do you think they are using that are working for them?



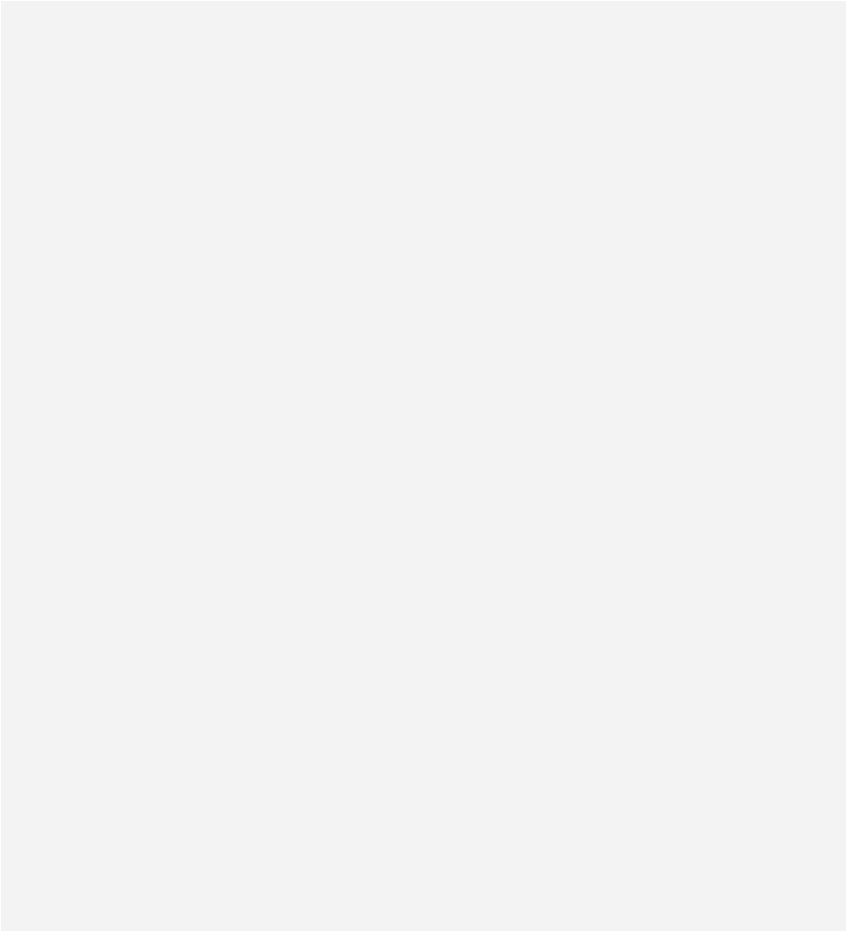
Are there ways you could borrow those tactics and produce a similar result?



What are those things that currently make you stand out from your competition? What are those specific traits, style or processes that give you an edge over them?



Did I miss out something? Last chance!  
Here's an opportunity for you to make  
any additional note that could influence  
your brand.



# THANK YOU!

I believe this workbook has helped you to gain clarity on your brand as you chart the course into your desired future.

*#BrandCore*

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