

BRAND CLARITY WORKBOOK: DEFINE & ALIGN YOUR SUSTAINABLE
BRAND
FOR ECO-CONSCIOUS ENTREPRENEURS & ETHICAL BRANDS
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The goal of the workbook is to help eco-conscious business owners define their brand's USP, voice, mission, values, and niche to build a consistent, strong, and authentic presence across platforms.

Section 1: Your Brand Mission & Vision

Prompt 1:

What motivated you to start your business? What change are you hoping to create? -----

Prompt 2:

Write your mission in one sentence. Example: "We help eco-minded parents reduce plastic waste with beautiful, reusable home goods."

Prompt 3:

Describe your brand vision. What will the world look like if your mission succeeds?

Section 2: Core Values

List 3–5 non-negotiable values that drive your brand (e.g., transparency, regeneration, zero waste).

Prompts:

- What do you stand for?
- What values guide your product design, team, or sourcing practices?

Section 3: Know Your Ideal Eco-Conscious Customer

Prompt 1:

Describe your ideal customer. Who are they? What do they care about?

Prompt 2:

What are their biggest challenges when it comes to making sustainable choices?

Prompt 3:

How can your brand make their life easier or better?

Section 4: Your Unique Selling Proposition (USP)

Prompt 1:

What do you do differently or better than others in your niche?

Prompt 2:

What's one promise your brand can confidently make?

Prompt 3:

Draft your USP in one sentence. Example: "We design circular furniture using only reclaimed materials, made to be reused or returned—not landfilled."

Section 5: Your Brand Voice

Prompt 1:

How do you want your brand to sound? (e.g., bold, nurturing, expert, playful)

Prompt 2:

What words, phrases, or themes should always show up in your messaging?

Prompt 3:

What should your brand never sound like? (e.g., preachy, corporate, vague)

Section 6: Visual Identity Keywords

Prompt:

List 5 adjectives that describe the *feel* of your brand’s aesthetic.
(e.g., earthy, vibrant, clean, minimalist, cozy)

Section 7: Brand Positioning & Authority

Prompt:

What makes you the go-to expert in your space?
List 2–3 ways you provide thought leadership or unique insight.

Bonus Page: Brand Statement Template

Use this to summarize your work:

**“We [what you do] for [who you serve] who care about [core value or problem you solve],
by [what makes your brand unique or how you solve it].”**
