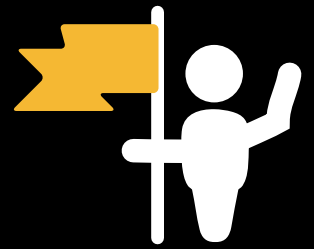


BRAND GOAL & INTENTION SETTING GUIDE



A Clarity-First Guide for Small Business Owners

Set brand goals that actually align with your business, your values, and your life — not just trends or pressure.

INTRODUCTION

Most business owners jump into the new year with vague goals like 'be more visible', random marketing plans or saying they will "do more" without making any plans.

This guide will help you:

- Slow down and get intentional
- Set simple brand goals that support your business plans

Step 1: Reflect before you set your goals

Before you start looking ahead, first you need to look back at what worked and what didn't from the past year.

Answer honestly — no judgement.

- What worked well last year?
- Where did it feel disconnected or inconsistent or just didn't work?
- What marketing or branding efforts drained my energy?
- What attracted the right clients or customers?
- What comments did I receive online or in person from customers about what they liked?
- What activities got the most interest/responses?

Key Insight:

Any activities you repeat this year should be intentional and selected because they worked well.

Step 2: Define what 'Success' looks like

Success isn't always more followers, more offers or sales.

Success Might Be:

- Clear messaging people understand
- Better clients who value your services/products
- Stronger boundaries, focus on those most likely to buy
- Consistent visuals and/or scheduling
- Feeling connected and aligned to your brand and values
- Seeing your brand grow, whatever that looks like as long as you can measure it

Your Success Statement, finish this sentence:

"At the end of this year, I will feel successful in my brand if..."

Write freely. No editing.

Step 3: Choose a brand focus area

Instead of 10 goals, **choose ONE primary brand focus.**

Circle one (or write your own):

- Clarity (messaging, positioning, audience)
- Visibility (showing up consistently)
- Consistency (visuals, tone, platforms)
- Authority (being known for something specific)
- Refinement (polishing what already exists)
- Confidence (showing up without second-guessing)

Step 4: Set 3 brand goals (no more)

Translate intention into action!

Each goal should feel clear, realistic and aligned with your business values and business plans.

Goal 1: What do you want to strengthen or improve in your brand?

Goal 2: What do you want to simplify or refine?

Goal 3: What do you want to be known for by the end of this year?

Step 5: Set your first action

Choose ONE action to take this month and redo this at the end of every month so you have a plan for the following month.

Examples:

- Audit my visuals
- Update my bio/website copy
- Create a brand style guide
- Get expert advice about xxx
- Schedule SM posts for the month ahead

Step 6: Make sure you can achieve your goals

A strong brand supports your energy, it doesn't drain it.

Answer yes or no:

- Do I have time for everything I am planning?
- Am I creating realistic expectations for myself?
- Do my goals feel aligned with my brand values and plans for this year?

Knowledge is power, fuel your brand's growth.

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