



WORKING  
with  
DOG™

# Webinar Workbook

#2017edition



## 2018 Business Rethink





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Lack of Clarity is the #1 Complaint  
of frustrated Entrepreneurs

*... it's the same complaint their clients have!*

1. Clarify: Get Clear
2. Commit: Decide. Own it.
3. Communicate: Deliver Consistently

1. **Why Do You Do What You Do?**

2. **How do you want your brand to Show Up (*How do you want it to be perceived?*)**

3. **What are the Key Messages You'd Like to Get Into the World?**





4. How would *you most like* to spend your valuable, valuable time?

5. What fears, feelings or limitations have been holding you back from being more ‘yourself’ in your business or communications ?  
[establishing a brand voice]

6. If I asked you ‘What Do you Do?’ - how would you answer me?  
[this is your brand statement]





**7. What are the core categories or themes in your business communications?**  
[these are your brand pillars]

**8. Was there a key moment or event, or series of events that led you to start your business? What inspired you and led to where you are now?**  
[this is your origin story]

**Want Expert Help Answering Some of these Essential Questions?**

**GET 1:1 HELP IN BOOK CLUB**

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