

Brand Identity Blueprint

www.aleciaaguilar.com

1. YOUR BRAND FOUNDATION

Brand Name: _____

2. WHAT DO YOU DO?

List your main product, service, art, or etc. (Musician, Marketer, Editor):

What problem does this solve or what purpose does this serve?

Vibe (Fun, Witty, Relaxed, Motivated?):

- _____
- _____
- _____

Brand Colors (& Why these Colors?) :

[Click this link to see what emotion each color creates](#)

Psttt... If your colors don't match your vibe. It'll throw your audience off 😬😬

- _____
- _____
- _____

Values (What or Who does your brand care about?):

- _____
- _____
- _____

3. CUSTOMER DEMOGRAPHICS (*Basic Characteristics*)

Age Range: _____

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Gender Identity: _____

Location (city/state/country): _____

Education Level: _____

Occupation: _____

Income Bracket: _____

4. CUSTOMER PSYCHOGRAPHICS (*Personality, mindset, desires*)

What does this person want most right now?

What frustrations or pain points are they dealing with?

What motivates them to buy? (fear, joy, ease, identity?)

What are they really passionate about?

5. CUSTOMER LIFESTYLE SNAPSHOT

Daily habits & routines :

Where do they spend their time online? (IG, TikTok, LinkedIn, YouTube, etc.)

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What brands, creators, podcasts, or influencers do they follow?

6. BUYER READINESS

What objections might they have before buying? (Money, time, fear, confusion)

What would make them feel confident buying from you?

7. YOUR PRIMARY TARGET CUSTOMER — FINAL CLARITY

(Fill this out after EVERYTHING above is completed.)

My primary customer is:

✨ A [age] year old [identity] who lives in [location],
is currently [life stage/occupation],
and struggles with [pain point].

They want [core desire], value [values],
and choose brands that help them [transformation/outcome].

This customer buys when they [buying trigger]
and hesitates when [objection].

Rewrite the above in your own natural sentence:

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8. MARKETING SUMMARY (FOR YOU + YOUR BUSINESS)

Top 3 Platforms to Focus On:

1. _____
2. _____
3. _____

Main Message You Will Use to Speak to This Customer:

Offer(s) That Best Fit This Customer:

9. AWESOME JOB!!!

Now that YOU did the hard part 🙌

Use this worksheet to help YOU (or anyone you're working with) to know **EXACTLY** who you're talking to for every video, photo, campaign, website, project and all of the above!

10. HERE TO HELP

Want help filling this out? 💛

I know it can be hard to answer these questions or even know what to ask yourself to get real clarity and move forward. I truly love to help! I can cater this sheet to your exact needs.

Email info@aleciaaguilar.com and let me be your **friendly, accountability guide** so you don't wait another day to start living out your dream. ✨

