



# Clarity to Growth: Your Business Discovery Workbook

For entrepreneurs ready to grow with intention

Anisa Hadiya Edmund  
Marketing Strategist. Brand Builder. Vision Partner.

## About Me

Hi, I'm Anisa Hadiya Edmund, Marketing Strategist, Brand Builder, Vision Partner.

I didn't discover the power of mindset shifting in a course or podcast.

I learned it sitting in a room being fired, while pregnant.

I had just started a new job. One month in. On probation.

I was pushing through what I thought was the flu, while also quietly winning Employee of the Month. I showed up, I worked hard, and I was proud of what I was building.

Then one day, sick and drained, my boss offered me medication. I told her I couldn't take it.

"Why not?" she asked.

I paused. She exclaimed OMG, you are pregnant."

Her eyes went wide. She gasped. The mood shifted immediately. Cold. Distant. One week later,

I was called into a meeting with the owners. The language had changed—I was suddenly "Not a good fit." "No longer a pleasure to work with."

I was still sick. Still pregnant. Still processing.

And now I was unemployed.

I was devastated. Pregnant with my second child, jobless, unsure what to do next.

But after the grief, something clicked. I told myself:

Many women wish they could rest during pregnancy.

What if this was a gift?

I chose to reframe. I used that season to build something new.

I added skills to match my degrees—design, HubSpot, Hootsuite, Google Analytics, and Meta Blueprint. I studied, learned, and grew.

That experience didn't break me. It rebuilt me.

Now, I use what I've learned to help entrepreneurs build brands and businesses that are resilient, intentional, and fully aligned.

Not just pretty—powerful.

“Reframing isn’t denial. It’s choosing the story that moves you forward.”

This workbook is part of that mission. Whether you’re navigating a pivot or stepping into your next level, I created this to help you grow from wherever you are.

“Nothing grows without first taking root.”





Take a breath.

Plant your feet on the ground.

You are here, present and at the start of something deeper.

This workbook isn't just about marketing strategy or business development. It's about preparing the soil of your business using the right mix of your values, your vision, and your decisions, all aligned for intentional, sustainable growth.



Whether you're in your sprouting season or feeling called to repot and reframe, now is the time to pause and reconnect with:

🌱 Your roots — What you believe in.

☀️ Your sun — What drives and energises you.

🪴 Your soil — The systems and support that nourish your growth.

💨 Your leaves — The ways you show up, sell, serve, and shine.





## Before You Begin

This workbook is designed to:

Bring clarity to your foundation

Uncover what's holding you back

Create alignment before we meet

Support you in making confident, rooted decisions



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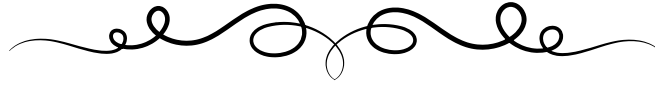
You don't have to have it all figured out.

This isn't about perfect answers—it's about truthful reflection.

Growth starts when you're honest about what's working, what's not, and what you really want.



## How to Use This Workbook



Find a quiet space, free of distractions

Light a candle or play calming music if that helps you focus

Pour a drink (tea, wine, coconut water—your vibe)

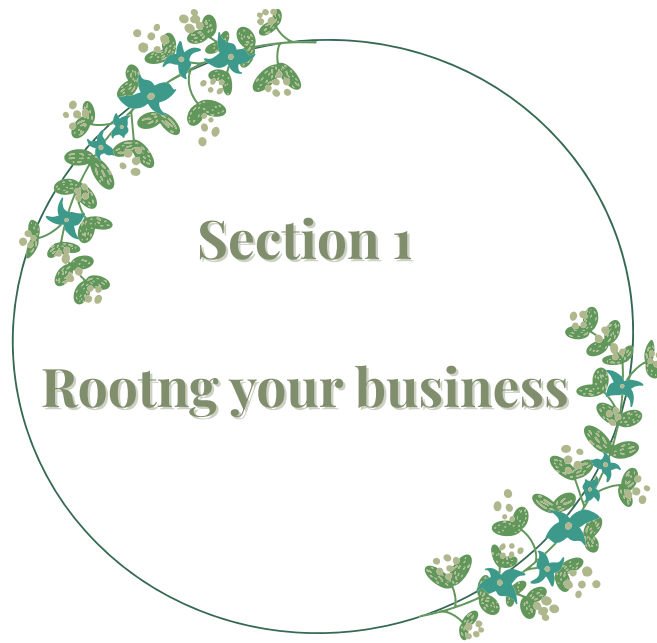
Write your answers freely and bravely

There are no wrong answers—only roots being revealed



“Growth doesn’t happen all at once. It happens one root, one truth,  
one decision at a time.”





“A tree without deep roots cannot withstand strong winds.”

Before we explore marketing, branding, or development, we must get grounded.

In this section, you’ll reflect on the roots of your business—your original vision,  
values, and the deeper “why” that fuels you.

Think of this as tending to the soil: uncovering what’s buried, what’s thriving, and  
what needs more light.

What seed did you plant?

What was your original vision when starting this business?

Was it a dream, a solution to a problem, or something deeply personal?

A grid of 20 columns and 20 rows of small gray dots, intended for handwritten notes or answers to the questions above. The dots are arranged in a uniform pattern across the lower half of the page.

How has that seed grown or shifted?

Has your vision changed over time?

How have experience, failure, or success shaped your current direction?

A grid of 20 columns and 20 rows of small gray dots, intended for handwritten notes or answers to the questions above. The dots are arranged in a precise, repeating pattern across the entire lower half of the page.

What does your ideal plant look like?

Describe your dream business three years from now.

Think about structure, income, customers, reputation, and impact.

A grid of 20 columns and 20 rows of dots, intended for writing a response to the prompts above. The dots are arranged in a precise grid pattern, with 20 dots per row and 20 dots per column, creating a total of 400 dots for writing.

What values are feeding your roots?

List the core values that shape how you do business.

Examples: Integrity, Joy, Community, Legacy, Efficiency, Honesty,

Innovation

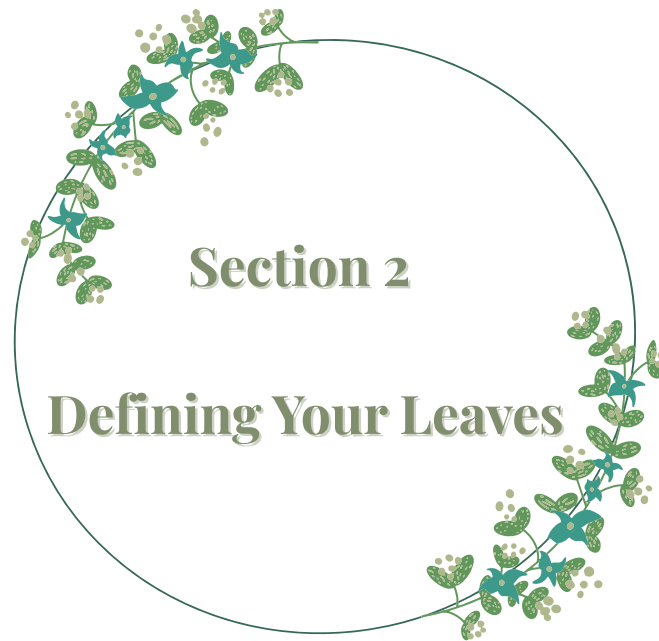
A grid of 20 columns and 20 rows of dots, intended for writing a list of core values. The dots are arranged in a regular pattern across the page, providing a structured space for the user to list their values.

What's your sun?

What energises and motivates you to keep going?

It could be a person, purpose, feeling, or long-term vision.

A 20x20 grid of small, light gray dots, intended for handwritten notes or answers to the questions above. The grid is composed of 20 rows and 20 columns of dots, providing a structured space for writing.



“Your brand is how your roots speak to the world.”

Leaves are the visible signs of life. They show health, identity, and energy. In business, your brand is your leaves—how the world sees you, feels you, and remembers you.

This section invites you to name the emotional power of your brand—beyond colours, logos, or trends. This is about resonance, alignment, and presence.

## What do you want people to feel when they experience your brand?

Words like: empowered, safe, inspired, seen, energised, bold, soft, trustworthy



 Write 3–5 words below:

A 20x20 grid of small gray dots on a white background. The dots are arranged in a regular, repeating pattern, forming a square grid. Each dot is a small, solid gray circle, and they are spaced evenly both horizontally and vertically. The grid consists of 20 rows and 20 columns, totaling 400 dots.



If your brand were a person, how would you describe them?

Think about: voice, vibe, style, energy.

Would they be calm and wise? Bold and funny? Kind and direct?



Write a paragraph or list below:

“My brand would be the kind of person who... “They sound like...”

“They show up by...”

A large grid of dots for writing, consisting of 20 rows and 20 columns of small gray dots.

What’s the current story your brand is telling—intentionally or  
unintentionally?

“What you post, say, and design becomes a narrative—even when you’re not  
trying.”

Is it clear? Is it confused? Is it aligned with your values?



Write it here:

A large grid of 20 columns and 20 rows of small gray dots, intended for handwritten notes.

What story do you want your brand to tell moving forward?

This is your space to reframe and reclaim.



Write it here:

A large grid of 20 columns and 20 rows of small dots, intended for writing.

## Prompt 10: Brand Word Bank

Below are feeling-based words you might want your brand to embody.

Circle, underline, or add any that resonate:

Empowered

Joyful

Warm

Luxurious

Creative

Raw

Grounded

Edgy

Minimal

Feminine

Bold

Earthy

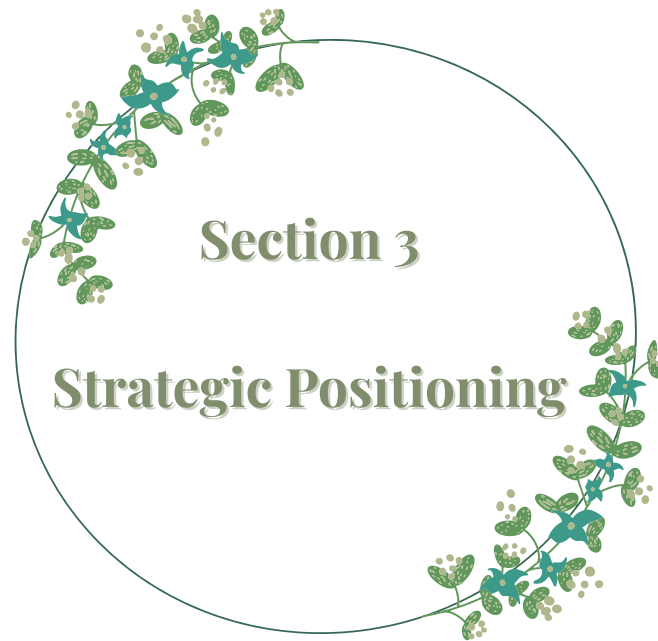
Playful

Intentional

Innovative

Sacred

Other: \_\_\_\_\_



This section helps you uncover the value you bring, who it's for, and what makes you different. Positioning is how you shape perception in a way that attracts, aligns, and converts.

Think of this as pruning your message so your growth points upward—toward your dream customers and long-term vision.

“Positioning is less about shouting louder—and more about standing where your people can find you.”

Once you complete this section, you'll be able to communicate your value more confidently, create aligned content, and attract the right clients instead of chasing them.

What makes your offering truly valuable?

What results, emotions, or transformation do your customers walk away  
with?

Try to go deeper than “good service” or “affordable prices.”



Write it here:

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Who are you here to serve—and who are you not?

Define your ideal customer by characteristics, behaviours, values, or needs.

Also note who is not a good fit—and why.



Ideal customer:

- Demographics: \_\_\_\_\_
- Mindset: \_\_\_\_\_
- Needs/desires: \_\_\_\_\_



Not for:

What makes your business different in a saturated market?

This is your opportunity to identify your “Only-ness”:

—“Only I \_\_\_\_\_, for \_\_\_\_\_, through \_\_\_\_\_.”

Example:

“Only I create accessible, luxury-feeling websites for Caribbean lifestyle brands through elevated but low-stress design support.”



Fill yours in:

Only I: \_\_\_\_\_

For: \_\_\_\_\_

Through: \_\_\_\_\_



What do you wish people knew or understood about your brand?

What do you find yourself explaining too often—or not enough?



Write it here:

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Write a dream testimonial from your ideal customer.

What would your most aligned client say about their experience with you if everything went right?



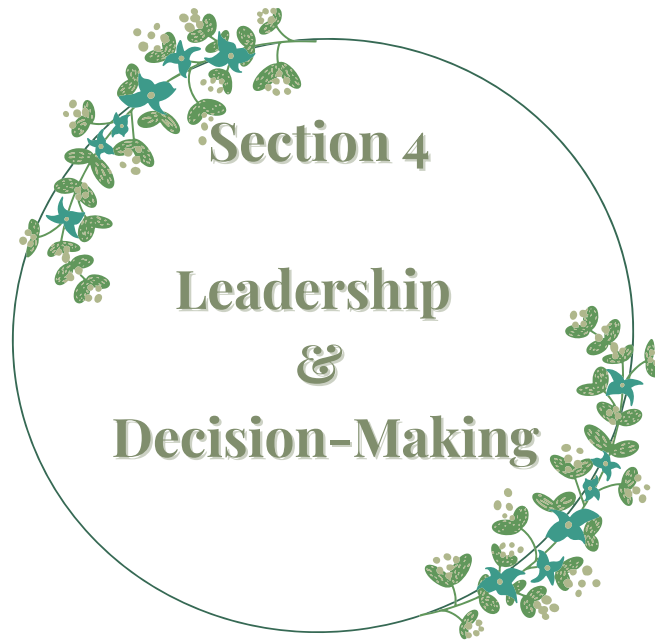
Write it in their voice:

“Working with \_\_\_\_\_ was...”

“What I loved most was...”

“I never expected...”

“Now, I feel...”



“Your business can only grow as far as you’re willing to lead it.”


Every brand has a voice. Every leader has a way of choosing, reacting, and building.

This section helps you uncover how you show up for your business—and how that influences everything from strategy to sales.

Think of this as checking the weather patterns around your tree. Are you shielding it from storms, overwatering it, letting it bloom wildly, or pruning it too much? Self-awareness = power.

What kind of leader do you think you are—and what kind do you want to be?



 Be honest, not idealistic. Think energy, habits, boundaries, and communication style.

Current state: \_\_\_\_\_

I want to lead like someone who: \_\_\_\_\_

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What guides your decisions?

When things get hard, what do you tend to rely on?

- ☐ Gut instinct
- ☐ Logic/data
- ☐ Emotions
- ☐ External validation
- ☐ Urgency/fear
- ☐ Alignment with your values
- ☐ Other: \_\_\_\_\_



What impact has that had on your business so far?

A large grid of dots for taking notes, consisting of 20 columns and 20 rows of small grey dots.

What's your relationship with consistency vs control?

Do you tend to overthink every move, or jump into ideas too quickly? Do you stay consistent with systems, content, and communication—or do you burn out and stop?



Write it here:

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Where are you over-functioning in your business?

Where are you doing too much, wearing too many hats, or avoiding  
delegation?

What would happen if you stopped?



Write it here:

A grid of 20 columns and 20 rows of small gray dots, providing a space for writing.

What kind of business culture or energy do you want to build—internally  
and externally?

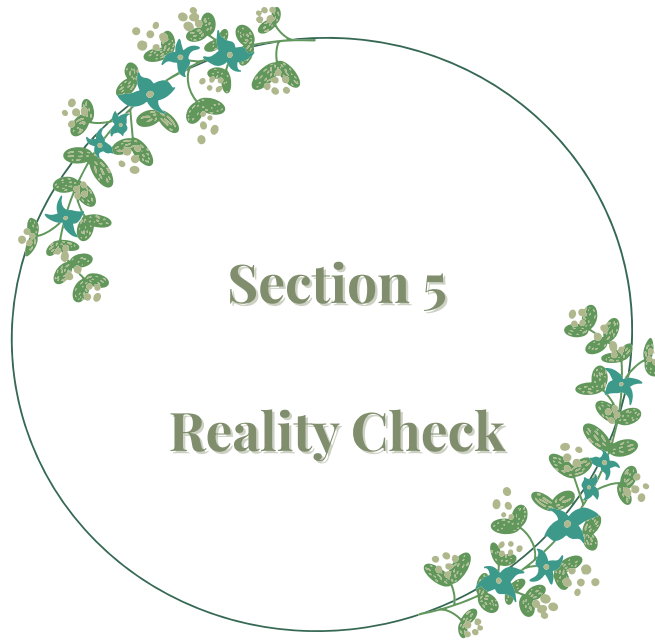
This is about how you want your business to feel. To your clients. To  
collaborators. To your future team.



Write it here:

A large grid of 20 columns and 20 rows of small gray dots, intended for handwritten notes.





“You cannot grow what you won’t look at.”

This section is all about truth-telling. Not shame. Not guilt. Just honest reflection.

Think of this as walking around your garden, noticing where the sun hits, what’s overcrowded, what needs weeding, and what’s flourishing. This awareness will become your roadmap.

What currently feels unclear, chaotic, or heavy in your business?

Where are you spinning in circles or avoiding decisions?



Write it here:

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What is working?

What parts of your business give you momentum, joy, or results—even if small? These are your growth anchors.



Write it here:

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What are 2–3 things you know you should be doing—but haven’t—and why?

This isn’t to guilt yourself. It’s to locate blocks and beliefs.



Write it here:

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## What have you been tolerating?

This could be anything: an underpriced offer, lack of boundaries, no marketing plan, unclear messaging, unpaid invoices, energy-draining clients...



 Write it here:

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If you were braver, what would you start doing this month?

This is your gut speaking. No overthinking.



Write it here:

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“Everything you need to grow is already within you.”

This is where you step back and see the bigger garden. This isn't about fixing everything at once—it's about choosing what to nurture next. This section allows you to visualise a version of your business that feels rooted, sustainable, and aligned.

Let your imagination meet strategy.

Fast forward 12 months. If everything worked out, what does your business look and feel like?

Describe it in detail: revenue, offers, schedule, marketing, support systems, energy, clients.

 Write it like it's already happening:

“It’s been a year, and I...”

“My business now...”

“I feel...”

“I’m working with...”

“People describe my brand as...”



What are the first 3 priorities to make this vision real?

Break the vision into action. What deserves your focus in the next 90 days?



Write here

A large grid of dots for writing, consisting of 20 columns and 20 rows of small gray dots.

What beliefs or habits will you need to release to become that version of yourself?

This might be perfectionism, people-pleasing, avoiding visibility, undercharging, micromanaging...



Write it here:

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What new beliefs, boundaries, or practices will you need to adopt?

Think mindset, systems, habits, identity.



Write it here:

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Create your Growth Era mantra.

Write a sentence or phrase to ground you as you grow. Something that reminds you: you are building with purpose.

Examples:

“I build slow so it lasts long.”

“My pace is still progress.”

“Clarity creates momentum.”

“I’m allowed to evolve.”



Write your mantra here:

“When your roots are deep, there’s no reason to fear the wind.”

You’ve just done deep, intentional work—and you haven’t even had your 1:1 consultation yet. This clarity will shift the way you show up, sell, plan, and lead.

Take a moment to celebrate yourself. Then bring this energy into our session.

