

A brand reflection journal for emerging entrepreneurs



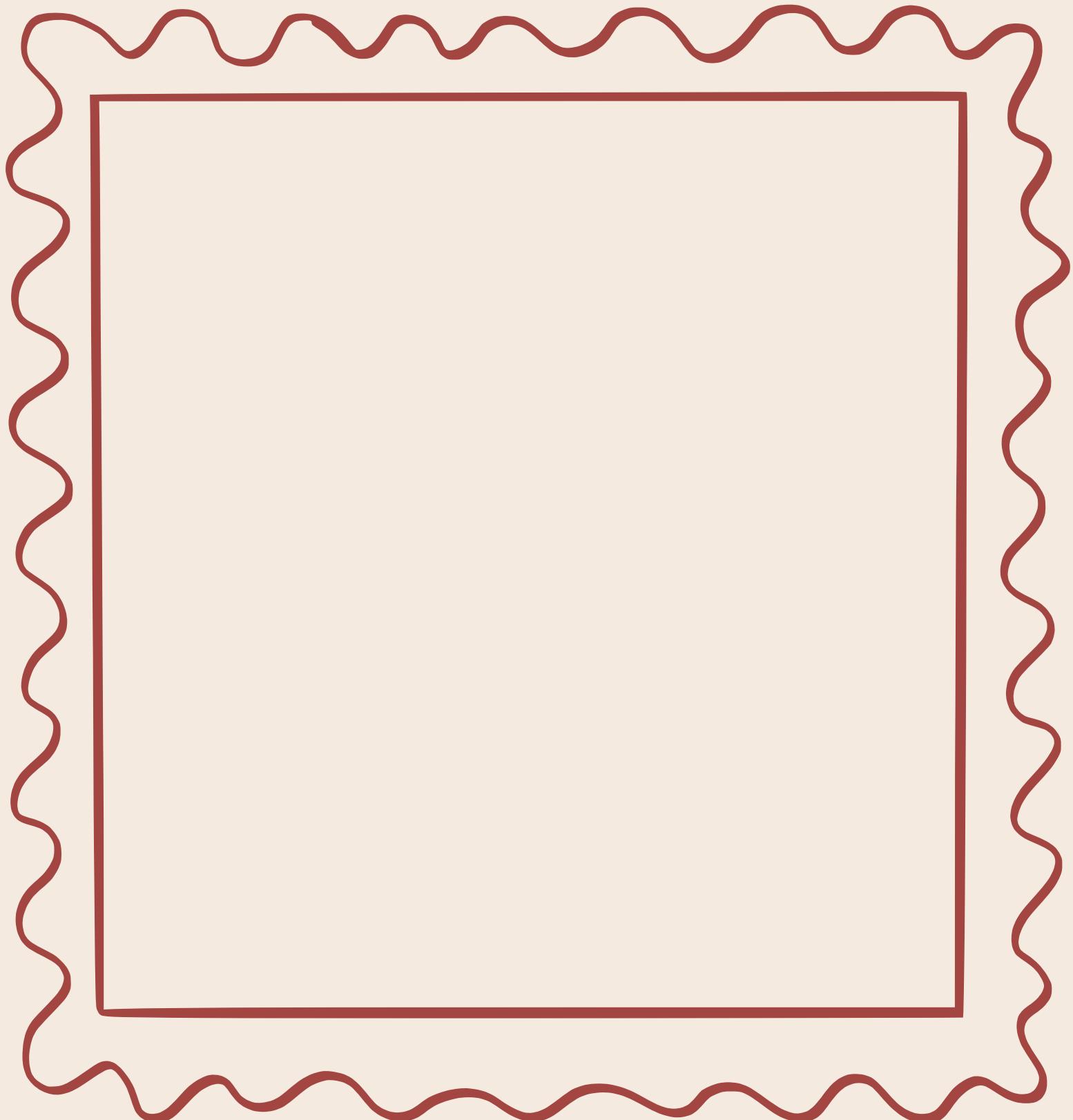
# Soul Poetry

A space to rediscover the depth,  
intention and power of your brand

Atelier Poesie  
*Branding with emotion, Strategy with soul*

# The Soul Palette

What colors, objects, or images feel like home to your brand?





# An Invitation

This isn't a workbook filled with marketing jargon.  
This is a mirror.

A quiet space to step away from the noise and turn  
inward.

Because your brand isn't just a business.  
It's your rhythm. Your way of seeing the world.  
A reflection of your values, vision, and voice.

This journal is an invitation to reconnect.  
Gently. Honestly. Soulfully.





# Brand Pulse Check In



What emotions are living in my brand right now?

Let the feelings flow without judgment.

Examples: grounded, scattered, dreamy, disconnected, hopeful



What feels noisy, forced or disconnected ?

Gently name what no longer fits.

Examples: my instagram copy, certain copy on website, old offerings





# Brand Pulse Check In



Where do I feel most aligned and clear?  
Notice the areas that feel rooted and resonant.

Examples: my client communication, my design style, my mission



When others experience my brand, what do I want  
them to feel?

Think in sensations not in adjectives  
Examples: seen, safe, stirred, inspired





# Brand Pulse Check In



Right now, how does showing up for my brand make me feel?  
Speak from the heart, even if it's uncertain.

Examples: energized, drained, proud, disconnected, quietly excited

You don't need to force clarity. Just give yourself permission to pause and feel.



# Brand Roots



*Before your brand became a name, it was a feeling.*

What moved you to start this journey?

*Not the business plan. The real reason.*

Example: "I wanted to create a space where sensitive creatives feel seen."

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When did you first feel the pull toward this work?

*Describe the moment, memory, or shift.*

Example: "I remember sketching logos in the margins of my college notes, dreaming of something of my own."

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What values feel sacred to your brand?

*Not trendy values – true ones.*

Example: "Quiet strength. Integrity. Thoughtfulness."

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What pain or problem were you trying to heal – in yourself or others – when you began?

*Sometimes we create what we once needed.*

Example: "I never felt like I fit into traditional marketing spaces. So I built a softer, soul-led one."

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# The Offering

This chapter invites you to explore the deeper essence of your offering.

Not just what you sell, but what it shifts in someone's life.

How it makes them feel, grow, or come home to themselves.

Your offering is not a transaction.

It's an experience, a transformation, a promise kept.

 What do you currently offer?

(Products, services, experiences—write them out clearly.)

 What are you really offering through this?

(What changes for your client after engaging with you?)

 A quiet reflection

If your offer was a gift, what would it symbolize? (Imagine it as a metaphor, a feeling, or a visual element.)

# THE VALUE

Honoring the energy behind your offers

This chapter explores how pricing, energy, and transformation interweave in your brand.



How do your prices reflect the care, effort, and transformation your work provides?



In what ways do you create both access and value in your offerings?



What do your clients truly receive when they invest in your work—beyond the tangible?



How do you want your pricing to feel — for you and for your clients?



# The Place

This page is a quiet reflection on where your brand lives — not just physically, but emotionally and experientially in the minds and hearts of those you serve.

## Where does your brand live? Online? In-person? In community? In experience?

Example:

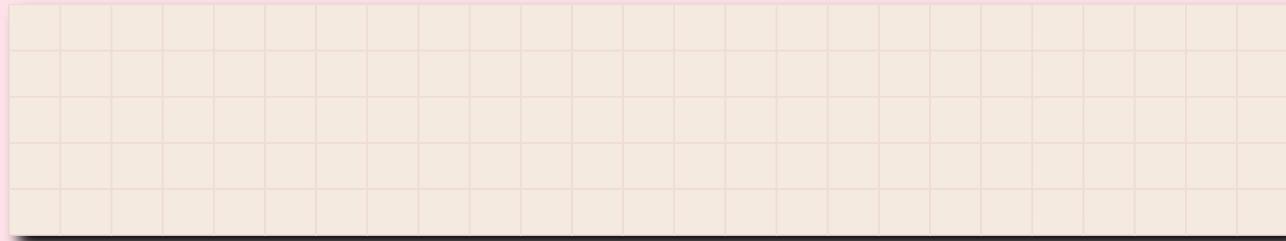
"My brand lives in the slow scrolls of Instagram, in late-night Google searches, in whispered referrals and warm inboxes."



## What emotions or experiences do you want your audience to associate with your brand's presence?



## How do your spaces (website, social media, emails, etc.) mirror your values and brand energy? Are there any changes you want to make?



# The Promotion

This page helps you reflect on how you speak, share, and invite — in alignment with your values and emotional tone.  
It's about visibility without burnout, marketing with care, and creating resonance.



How do you like to share your work /brand with the world?

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What channels feel most authentic for you to show up on?

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What kind of content makes your audience feel seen, soothed, or inspired?

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# ♪ ♪ Integration & Closing Notes ♪ ♪

Take a moment to exhale. You've mapped your brand's soul — not in strategies and tactics, but in values, resonance, and aligned intention. Let this journal be a mirror whenever you need to return to clarity.

♪ What have you discovered about your brand, your voice, and your values?

♪ What is your next intentional step?  
You don't need a 10-step plan. Just one aligned action.

## A Gentle Reminder

★ Your brand is not a performance — it's a practice. One that gets to feel as beautiful as the work you offer. You are allowed to do things your way. You are allowed to take your time.

# Open Thoughts

This is your space. Use it to capture sparks of inspiration, unspoken thoughts, lists, doodles, or anything else your brand spirit whispers to you.

“Let the pages carry what your heart hasn’t yet said aloud.”