



BRAND CLARITY WITH ABELL' FRAMEWORK

A gentle worksheet to help you build your brand with intention

INTRODUCTION

This worksheet is a soft place to land and begin.

We'll guide you through three questions, using a powerful tool called Abell's Framework.

It's simple, but don't underestimate it.

These three dimensions can unlock everything.



WHO are you really here for?

Let's zoom in. Not on "your target market."
But on the people you truly want to serve.
The ones who light you up. Who feel right.

Reflect:

- Who feels lit up by your work or presence?
- What do they value? What season of life or business are they in?
- Could you give them a name, a story, a heartbeat?

Scribble:

My people are...

WHAT DO THEY TRULY NEED?

Beneath the surface wants, there's a deeper gap they're trying to bridge. That's where your work lives.

Reflect:

What questions are they carrying in silence?

What are they stuck on—even after trying the usual solutions?

What do they crave but can't quite articulate?

Write:

They're looking for...

**HOW do you help in a way only
you can?**

**This is your signature. Your
methodology, energy, or lens.**

Reflect:

- **What do you bring to the table that others
don't?**
- **What's your process and how does it feel for
the people inside it?**
- **What makes your work unforgettable?**

I guide them through...

Your Brand Positioning Statement

Here's your foundation, a clear, simple way to express your brand's role in the world.

I help [WHO] with [WHAT NEED] through [HOW].

Your Turn:
