

FREE

YOUR BRAND GAMEPLAN

A guided exercise to unlock and uplevel the direction, results, and impact of your life, or your business.

Ten questions. Four blocks. Pen and paper.

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Listen to the guided audio at EricCrawford.com/brand-gameplan

Your Brand Gameplan

A guided exercise to unlock and uplevel the direction, results, and impact of your life, or your business. This module is all about you: who you are, what you want, and where you're going.

In the next few minutes you're going to answer three powerful questions that most people never answer. In fact, most people never even ask.

But without asking and answering these questions, most things happen by chance, randomly, on a foundation of sand. And when that happens, we tend to spend years being busy, struggling, yearning, striving, and wondering why we feel stuck, lackluster, and confused. And what we've built may feel unfulfilling, or worse, painful.

Now here's the great news. All of that can shift right now as you solidify your foundation on these three core blocks. And it's okay if you don't yet have an answer to some of them, or even to any of them.

- 1 **Who you are.** What are you about? What do people say about you when you're not around? And what do you want them to say?
- 2 **Your gifts and talents.** What are you especially good at, and what lights you up? What makes you want to get up early or stay up late doing a thing? It's okay if that's not clear to you yet.
- 3 **What you're here to accomplish.** Your goals, dreams, and legacy.

How this works

Get a pen and something to write on. Real paper if you can; your hand is slower than your head, and slow is where the honest answers are. This workbook gives you room after every question. If you're listening to the audio, pause after each one and write until you're done, then press play again.

There's no rush and no clock. It's okay if one answer takes minutes, or hours, or even days. This is the foundation for your life. Let's take as long as we need to build something great.

One more thing. This is about you as an individual. But almost everything here works just as well for a business you may lead, a product you're building, or a thing you're passionate about. If that's why you're here, feel free to answer with the business or the thing in mind.

If we haven't met: I spent twenty years in business, in leadership at places like Microsoft, and twenty in ministry, watching people and organizations try to figure out what they're about, often wondering why their life or organization isn't working like they're longing for. This is what I learned works amazingly well to usher in a flood of improvement and new energy. Let's go.

Who you are

Most people, if you ask who they are, tell you what they do. A title, a role, a relationship. That's what you do. In this exercise, we're after who you are: the thing that would still be true if the job or role went away.

Question 1

What does the evidence say?

Picture a stranger following you around for one week. Silent, taking notes. Examining your calendar, your phone, where the money goes, who gets your best hours and who gets what's left. At the end of the week they write one paragraph about you: "This person is about..."

What would they write? Not what you wish they wrote. What does the evidence say today? For a business, a customer watches the company for a week. Same paragraph.

This works two ways: it helps you find an honest answer, and it gives you something to compare against later, when the shift has happened. And if you're perfectly happy with your life and you love the answer you're giving, that's great too.

Write your answer

Whatever you came up with is the honest reading of where you are today, before we touch anything. It's good to consciously know where you're starting from.

Question 2

What do you want them to say?

Now write the paragraph you want. Picture the people who know you best talking about you when you're not in the room. What do you want them to be able to say, and have it be true? Not flattering. True.

Then set it next to your first answer. The gap between the two is the one we'll fill.

Write your answer

Question 3

What are the lines you won't cross?

Think of a time you turned down money, a deal, or a relationship because it would have meant being someone you're not. Those moments say more about who you are than anything you'd write on a resume. Write down two or three of them, and what each one cost you.

Then ask: are there lines you should add, or ones you should adjust? Is there a version of you with clearer lines waiting to be drawn? Put some lines in the sand here about your values and priorities.

Write your answer

Your gifts and talents

Question 4

What do people come to you for?

Not your title. The thing people ask you for that they don't ask anyone else. The friend who calls when the relationship is shaking. The coworker who won't send the email until you've read it. The client who says "just tell me what you'd do." For a business: what do customers come to you for that they could get somewhere else, but don't?

That's a hint about your gifts, and those things have been core to your whole life whether you named them or not. Name them now. What are you already naturally gifted at? Reflect on the last few times it happened, and whether those gifts could shine more brightly in your personal or business brand.

Write your answer

Question 5

What lights you up?

What makes you get up early or stay up late, and you don't mind? In fact, you love doing it, and when you have free time it's what you're drawn to.

Go back as far as you need to, even to being a kid, before anyone told you what to be, or before you may have lost any of your spark. What did you want to build, organize, take apart, debate about, pretend to be? What gets you in trouble because you can't stop, even when there's real work to be done?

Then: what is the underlying driver of whatever that is? What is trying to be expressed, felt, and created through that longing?

Write your answer

Question 6

When were you most alive?

In the last few months or years, when were you most alive? Not happiest. Most fully yourself. Time disappeared, you forgot the phone, you were tired afterward and didn't mind. It could be something big, or just what happened on an average day. Write it in detail:

- Where you were
- Who was there
- What you were doing
- What you were thinking and feeling

Write your answer

Now look at your answers to 4, 5, and 6 together. Note any word or idea that shows up more than once. That's your thing, showing up on its own. And if nothing repeats yet, that's fine too; you've just started looking. The key is to be authentic: what are you most inclined to do with your time, money, and gifts when nothing is pushing you elsewhere?

What repeats

What you're here to accomplish

Question 7

Is there a negative cycle that keeps recurring?

Let's go a little deeper and clear any blockages. Maybe the names and details are different, but the theme is the same? That's a hint about where you may be hung up, and where something needs to be upleveled, released, or overcome to get to this new vision of your life.

Write what keeps coming back. Write the things that seem to continually bring pain, jealousy, frustration, or disappointment. Then write the reason you've been giving yourself for not progressing beyond it.

Don't judge your answers or question the exercise; just write. This is exactly the kind of question that may shake up your inner construct and bring out your defenses, or tempt you to argue for your limitations. That is usually a sign you're touching the right nerve for growth.

Write your answer

Did you find a theme? You don't need the answer right now; just noticing it is a huge step. Committing to yourself a readiness to move forward is an even bigger one.

Question 8

Legacy. Picture a later version of you.

A few years out, living this fully. Who's around you? What's different about an ordinary day? Include the people you haven't met yet but will, when your higher vision aligns with those new people and experiences. Write one sentence each about what you'd want those new people, places, and things to be like.

If there are people in your life right now who are challenging to be around, how might they show up as you raise your bar and reflect a higher version of yourself? It doesn't need to be a drastic move. It can be shifts that happen right now, in the life you're currently living.

Then, under that, list who benefits if you live the next twenty years like that. Also list who may exit out the back door if you commit to being the highest version of yourself, and whether you're ready for that.

When it gets hard, which it may, because any change involves, well, change, this is the page you come back to. Your why, and your highest vision for your life.

Write your answer

Question 9

I exist to...

Everything you've written now comes down to this. Write one sentence that starts "I exist to." Not "I want to." Not "I hope to." **I exist to.** Present tense. Short enough to say without looking at the page, and true enough that it may make you a little uncomfortable, because it may stretch you beyond your current paradigms.

For an individual: "I exist to..." For a business: "This company exists to..."

Write it. Rewrite it. Then say it out loud. A question this big takes some thought and a few iterations. What are you committing to yourself right now to exist for? Because that will inform the thoughts you think, the actions you take, and your vision for the future.

Write your answer

The cornerstone

Saved for last on purpose. You've got three blocks: who you are, what your greatest gifts are, what you want to accomplish. Here's the question underneath all three. **What is it all for?**

A person can figure out who they are, be brilliant at what they do, hit every goal on the list, and still wake up at fifty asking what the point was. A company can do the same thing: great product, great numbers, and nobody inside it can say why it matters, or why they want to show up and put in the effort.

The three blocks tell you what to build. They don't necessarily tell you why. That's where the cornerstone comes in. It's what gives the other three their strength, keeps them level and right, and it's why they stay solid when the winds blow and the ground shakes.

For me, it's following Jesus and living for God's Kingdom. What is it for you?

This block is yours, and the test for a good cornerstone is the same whoever you are. It has to be bigger than you. It has to be something you'd still hold onto if you lost the job, the money, and the applause. If the things you want take longer than you hoped, what remains true?

Question 10

What is it all for?

What is the higher purpose of what you're doing, or building, or who you're being? Write your cornerstone in one line. If you already have one, write it and write why.

If you don't, write "I don't know yet." That's an honest answer, and honest is the whole point of this exercise. Then write one thing you're going to do this week to seek more insight about it.

Write your answer

And there you have it.

Your four blocks. Who you are, what you're built for, what you exist to accomplish, and what it's all for. You just did some of the most intentional thinking possible about your life, the kind most people never do in a lifetime.

If you did it honestly, and you're committed to sticking with the higher visions in these notes, which we'll now refer to as the basis of your Brand Gameplan, some powerful positive shifts are about to happen.

Keep these pages. Date them. Put them where you'll find them in a month, a year, a decade.

Next, if you want, we can work on how those four blocks become a message, a presence, and the moves that actually get you there. That's the Brand Gameplan itself. If you want that, start the conversation at EricCrawford.com/brand-gameplan. If not, you've still got the foundation, and this is enough work to last many people a lifetime.

Congratulations on doing the work. It is my strong belief that if you did this exercise honestly, you will see powerful shifts in your life that lead directly to greater fulfillment, purpose, and positive impact.

Eric Crawford

Date completed: _____