

Creative Brand Clarity – Maker Edition

A simple reflection guide for creative founders who love making things and want clarity without complexity.

How to Use This

Answer honestly. There are no right answers. This is not marketing homework — it's a way to name what you already know in your hands and heart.

You can write short answers. Trust your first response.

1. The Heart of What You Make

1. What do you enjoy most when you're creating by hand?

1. When someone receives one of your items, how do you *hope they feel*?

☐ Seen ☐ Comforted ☐ Excited ☐ Special ☐ Calm ☐ Inspired ☐ Other: ____

1. If someone asked you, "Why do you make things by hand?" what would you say — casually?

2. The People You're Making For

1. Picture one person who would stop at your table or website and smile.

About how old are they? ____

1. What are they most likely buying your item for?

☐ For themselves ☐ As a gift ☐ Both

1. What kind of person would *appreciate* that your work is handmade?

3. What Makes Your Work Stand Out

1. What do people usually notice or comment on first?

1. Is there anything about *how* you make your items that feels important to you?

☐ Time and care ☐ Custom details ☐ Materials ☐ Meaning or intention ☐ Other: _____

1. Why do you think someone would buy from you again?

4. Simplicity & Boundaries

1. What parts of running a business drain you the fastest?

☐ Tech setup ☐ Too many options ☐ Inventory tracking ☐ Social media pressure

☐ Admin tasks ☐ Other: _____

1. What parts are you okay learning slowly, over time?

1. Right now, what feels better?

☐ Fewer products, made with care ☐ More products, less customization

5. Right-Now Focus (Next 90 Days)

1. In the next three months, what matters most?

☐ Selling at craft markets ☐ Taking simple online orders ☐ Getting comfortable with pricing ☐ Building confidence sharing your work

1. If your website only did *one job* well, what should it be?

Final Thought

You do not need to build everything at once.

Clarity comes from naming what already works — then building gently from there.