

BRAND CLARITY FOR CHRISTIAN ENTREPRENEURS

START HERE



Let's Begin with Your Calling

Take a moment to reflect on the foundation of your business. Grounding your brand in your calling allows you to stay true to your purpose and connect deeply with your audience.

Business Name:

What Your Business Does:

Why It Matters:

Mission + Ministry

Clarifying your mission and aligning it with scripture will provide a strong and unwavering foundation for your brand.

Mission Statement:

Guiding Scripture:

Example: "Whatever you do, do it all for the glory of God." – 1 Cor. 10:31

Build on Core Values

Your core values are the principles that guide your business decisions and shape your brand's identity. Below is a list of common values. Check those that resonate with you, then circle 3-5 that are most central to your brand.

- ☐ Integrity
- ☐ Honesty
- ☐ Faith
- ☐ Compassion
- ☐ Service
- ☐ Excellence
- ☐ Creativity
- ☐ Innovation
- ☐ Community
- ☐ Collaboration
- ☐ Learning
- ☐ Growth
- ☐ Stewardship
- ☐ Authenticity
- ☐ Respect
- ☐ Kindness
- ☐ Generosity
- ☐ Wisdom
- ☐ Courage
- ☐ Perseverance

Describe how your chosen values impact your business:

Who Are You Called to Serve?

Understanding your ideal client and the visual style that resonates with them is crucial for creating a brand that attracts the right audience.

Describe Your Ideal Client:

Describe the Visual Style of Your Brand:

Create a Mood Board or Find examples of other logos you like.

Take the First Step

Branding Checklist:

- ☐ Business Name
- ☐ Core Values Defined
- ☐ Ideal Audience Identified
- ☐ Visual Direction Established

Action Prompt:

What is one thing you can do *today* to bring your brand clarity to life?

Next Steps:

Ready to dive deeper? Explore our [Business Plan Template for Christian Entrepreneurs](#) to continue building a purpose-driven brand.