**Freelance Brand Statement Worksheet**

**Read Step 4, Choose Your Moneymaking Specialty(ies), before working on your brand. This gives you more information about Parts 1, 2, and 3.**

PART 1

Identify your core services and target markets. Focus on the:

* Work you like best where there are good opportunities for freelancers, even in a recession
* Types of clients that can give you steady, high-paying work, even in a recession.
* Types of projects (services) that clients still need in a recession.

You can still do other types of work and work with other types of clients.

**Services**

*List your services. Start with your general service(s) (e.g., writing or editing) and then list in-demand projects.*

**Target Markets**

*List up to 4 target markets*

## **PART 2**

**Client Needs**

*Choose 1 or 2 client needs to focus on in your marketing.*

* Make my life easier
* Meet my deadlines
* Stay on my budget
* Do the project right
* Be flexible
* Be responsive

*Add your own client need(s):*

## **PART 3**

**Core Values and Personality Traits**

*Check up to 10 core values and personality traits.*

* Accurate
* Articulate
* Bold
* Calm
* Creative
* Clever
* Competent
* Cooperative
* Curious
* Daring
* Dependable/Reliable
* Determined
* Diligent
* Efficient
* Enthusiastic/Energetic
* Flexible
* Friendly
* Focused
* Helpful
* Honest
* Insightful
* Logical
* Meticulous
* Observant
* Open-minded (team player)
* Organized
* Perceptive
* Punctual (deadline-oriented)
* Resourceful
* Responsive
* Sensible
* Trustworthy

*Optional: Add your own core values/personality traits:*

**Rank Your Core Values and Personality Traits**

*Choose 3-5 core values and personality traits for your brand statement and other key marketing messages.*

#1.

#2.

#3

#4.

#5.

## **PART 4**

**Write Your Brand Statement**

[My target audiences] can count on me for [key services] delivered with [things   
that make me different, including core values and personality traits].

*Review my brand statement. Then use the information from Parts 1-4 to draft your brand statement below.*

Hospitals/health systems, disease-focused health organizations, and other clients can count on me for targeted medical content that engages their audiences delivered on time, every time.

**Target audiences:** Hospitals/health systems, disease-focused health organizations, and other clients

**Key services**: Medical content

**Client needs:** Meet deadlines and do the project right (also make my life easier because meeting deadlines and doing the project right does these things)

**Difference**: Targeted medical content that engages the client’s audiences, delivered on time, every time

Many other freelance writers can write targeted content that engages the client’s audiences and meets their deadlines, but I position myself as the expert in this.

**Core values and personality traits**: My brand positions me as:

* Focused and competent: targeted content
* Dependable and trustworthy: “on time, every time”

*Draft your brand statement.*

[My target audiences] can count on me for [key services] delivered with [things   
that make me different, including core values and personality traits].

©2020 The Mighty Marketer