

Purpose Finder Worksheet

Uncover the why behind your brand

Use this worksheet to uncover the why behind your brand. Work through the three prompts honestly, then bring your answers together into one clear purpose statement.

There are no right or wrong answers here. The goal is clarity, not perfection.

Grab a brew and take your time.

Prompt 1: Why did you start this business?

Think beyond the practical answer. What drove you? What frustration, gap, or calling got you here?



Prompt 2: Who are you here for?

Describe the person your work is really for. Not just who buys from you, but who you genuinely want to help.

Prompt 3: What change do you want to see because of your work?

If your business did everything it was capable of, what would be different in the world, or in your customers' lives?



Bring it together

Read back your three answers. Look for the thread that connects them. What is the one true thing that sits beneath all of it?

My brand purpose statement

Distill your three answers into one clear sentence you would say out loud to a customer.

Once you have your statement, use it as a decision filter. If something does not align with your purpose, it probably does not belong in your brand.