

www.tiffanieteel.com

Find Your Voice & Brand Your Purpose

Free Workbook for Christian Women Entrepreneurs



A step-by-step guide to
level up your brand and
brand message.

xoxo
Tiffanie
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Welcome, Dreamer!

As a Christian woman entrepreneur, I know the struggle of building a brand that reflects your faith and values. But I've also seen the incredible power of aligning your business with your God-given purpose.

If you're ready to attract dream clients, stand out, and build a thriving business that honors your calling, this workbook is your guide.

Use this workbook for a transformative journey to uncover your brand's true essence and create a compelling identity that attracts your ideal clients and glorifies God.

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“Commit to the LORD whatever you do,
and he will establish your plans.”

Proverbs 16:3



#1 Laying the Foundation

Laying a brand foundation means establishing the core elements that define your business's identity and purpose. It's about clarifying your "why," understanding your ideal client, and crafting a message that resonates with them.

Define Your "Why"

Reflect on your passions, values, and the impact you want to make. What drives you? What problems do you want to solve? How can your faith guide your business?

Example: Sarah, a former nurse, realized her passion for helping new moms navigate postpartum challenges. Her "why" was to provide holistic support and empower women to thrive in motherhood.

Identify Your Ideal Client

Create a detailed profile of your dream client. What are their demographics, pain points, and aspirations? How can you uniquely serve them?

Example: Sarah's ideal client was a Christian mom struggling with postpartum anxiety and isolation. She desired a supportive community and practical tools to navigate the challenges of early motherhood.

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“Let your speech always be gracious, seasoned with salt, so that you may know how you ought to answer each person.”

Colossians 4:6



#2 Crafting Your Brand Message

The heart and soul of your brand, this is where you define how you communicate your values and connect with your audience.

Develop Your Brand Voice

How do you want your brand to sound? Choose 3-5 adjectives that describe your desired tone (e.g., compassionate, empowering, faith-filled).

Example: Sarah chose a warm, encouraging, and faith-centered brand voice to resonate with her ideal client.

Define Your Core Values

What principles guide your business? List 3-5 core values that reflect your faith and mission.

Example: Sarah's core values were faith, compassion, empowerment, and community.

Craft Your Unique Selling Proposition (USP)

What sets you apart from the competition? What unique value do you offer your clients?

Example: Sarah's USP was providing faith-based postpartum support through a combination of practical resources, community connection, and spiritual encouragement.



"For God is not a God of confusion but of peace."

I Corinthians 14:33

Design a Memorable Logo

Brainstorm visual elements that represent your brand essence. Consider colors, symbols, and typography that resonate with your target audience.

Example: Sarah's logo featured a stylized mother and child silhouette, symbolizing her focus on nurturing and empowering moms.

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Create a Cohesive Brand Style Guide

Choose a color palette, fonts, and imagery that reflect your brand personality and appeal to your ideal client.

Example: Sarah used soft, calming colors and natural imagery to create a sense of warmth and comfort in her branding.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

“Let each of you look not only to his own interests,
but also to the interests of others.”

Phillipians 2:4

A hand holds a tablet displaying a vintage clothing website. The website has a dark header with a navigation menu and a main section titled "YOU SAY VINTAGE WE SAY CLASSIC." featuring two portraits of women in vintage attire. A large "#4" is overlaid on the right side of the image.

#4 Bringing It All Together

The final step is where you ensure consistency and share your brand's compelling story across all platforms.

Integrate Your Brand Across All Platforms

Ensure consistency in your messaging, visuals, and tone across your website, social media, and marketing materials.

Example: Sarah created a cohesive brand experience by using consistent colors, fonts, and imagery across all her online platforms.

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Tell Your Brand Story

Share your personal journey and the "why" behind your business. Connect with your audience on an emotional level.

Example: Sarah shared her own struggles with postpartum anxiety and how her faith helped her overcome them, inspiring other moms to find hope and healing.

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“A good name is to be chosen rather than great riches,
and favor is better than silver or gold.”

Proverbs 22:1



Conclusion and Next Steps

Want more clarity and personalized support?

The Divine Purpose Academy™ is designed for Christian women like you—ready to align your life and business with your God-calling.

→ Learn more and enroll: tiffanieteel.com/dpa

→ Still deciding? Book a free discovery call:
tiffanieteel.com/book/dpa-discovery



Hey, I'm Tiffanie Teel.

Clarity Coach, Brand Developer, and Founder of The Divine Purpose Academy™ — where faith meets strategy for Christian women building impactful businesses. I'm also the voice behind the Fueling Passion & Driving Impact podcast and founder of The WE/Me Community. Let's bring your God-given vision to life.



hello@tiffanieteel.com

www.tiffanieteel.com

Thank you!