

BRAND ALIGNMENT RESET



A gentle way to begin 2026

You don't need a **new plan**.
You need a **clearer** one.

Before you think about what's next, pause long enough to notice what already exists.

Last year, my brand felt most aligned when...

(A moment, a client, a project, a season)

Last year, my brand felt heavy or misaligned when...

(No judgment—just information)

The Only Question That Matters Right Now

*Instead of asking "What should I do this year?"
ask this: **What do I want my brand to make easier in 2026?***

Circle or write one. Just one.

- Attracting the right clients
- Explaining what I do
- Staying consistent
- Making decisions
- Protecting my time
- Growing sustainably
- Feeling confident in my message

This year, I want my brand
to make this easier:

*A Quick Reality Check
Alignment isn't about adding more.
It's usually about letting go.*

One thing my brand no longer needs to carry into this year:

(A platform, an offer, a habit, an expectation)

One thing I'm allowed to say no to—even if I've always said yes before:

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Set the Tone (Not the To-Do List)

Forget goals for a moment.

If 2026 had a guiding word, phrase, or feeling for my brand, it would be:

*** Keep this somewhere visible. Let it guide decisions when things feel noisy.***

A Permission Slip (Read This Twice)

**I do not need to overhaul my business in January.
I am allowed to move intentionally, not urgently.**

**Clarity comes from alignment—not pressure.
Small, aligned shifts count.**

I can build a brand that supports my life, not consumes it.

(Sign it if that helps.)

(DATE)

One Last Thing

*If this exercise surfaced questions, tension, or a quiet “oh... yeah” moment—
that’s alignment doing its job.*

You don't need all the answers today.

You just need to notice what matters.

When you're ready, intraMuse Creative is here to help you turn clarity into a brand that actually works for you.

Live creatively. Connect authentically.

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