

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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