

# THE X-FACTOR WORKSHEET

10 QUESTIONS TO GET  
YOU THINKING ABOUT  
YOUR UNIQUE BRAND  
OF SERVICE

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THE

WILDCARD

PROJECT

**You don't need  
superpowers, you  
just need to be...  
yourself.**

You have qualities that are exclusive to you and it's important to let your distinctive traits have an impact on your business brand.

**Use this worksheet to help you understand yourself, and your unique value, better.**

Once you've completed the worksheet use the answers to help you brainstorm some wildcard ways that you can do business differently.

-Corwin



# 01. **WHO ARE YOU?**

Your personality is at the heart of your brand, it's the driving force behind the experience your clients have when working with you.

**What words would you use to describe your personality?**

Are you open, conscientious, agreeable, or extraverted? Don't worry, there's countless ways to describe yourself but pick a few that stand out. Focus on your positive traits for this exercise so that you don't get distracted with all that other crappy-crap.

02.

# WHAT'S YOUR CHARACTER?

Your actions and values have an impact on those around you and your positive character traits can both attract and serve clients.

**How do you live your life and more importantly, how do you treat others?**

As a solopreneur you have an amazing opportunity to shape your brand and offerings with your character in mind. When you put your heart into what you do and how you sell good things happen.

03.

# WHO INFLUENCES YOU?

The people you admire have had an effect on you, your journey, and your venture. You have either been influenced by industry leaders, artists, great thinkers or people close to you; either way don't let their investment get forgotten.

**How have your heroes made an impact on your personal or professional life?**

The most powerful influencers are those who lead by example.

04.

# WHAT ARE YOU REALLY GOOD AT?

Your talents, skills, and expertise are more than just marketable, they're also a great source of confidence.

**What are three abilities that you're really proud of?**

Your unique brand of service is anchored by the tangible value you offer your clients. You will always have to perform tasks that aren't in your wheelhouse but don't build your brand anything less than what you're excellent at.

05.

# WHAT'S ON YOUR MIND?

Like how an athlete works on their mental approach to the game, you should also be dedicated to being more knowledgeable and mindful.

**What field of study makes you a better human and a better business owner?**

A good book is a powerful thing. When you diligently work to expand your mind you are also training yourself to focus, set goals, be smarter with your time, and gain fresh perspective. You are what you read, and so is your business.



06.

# WHAT DO YOU LOVE?

Your passions play a big role in what drives you to succeed (and to enjoy life).

**What things are you passionate about and how you can make these a strategic priority?**

**Side note:** My life changed dramatically in 2019 when I decided to spend more time with my family, more time outside, and more time writing. These choices cost me high-paying client work but have paid me back a million times over in other ways.

07.

# WHAT'S A GREAT MEMORY?

The experiences (events or situations) you've had bring meaning to your life and work.

**Is there a life event that's had a positive impact on you and your venture (and how did it make you feel)?**

Use that event as a spark and consider how you can create memorable experiences for your clients and most importantly, how you want them to feel.

08.

# WHAT'S YOUR STYLE?

Branding is just about graphic design. Imagine that your fashion choices were also a reflection of your business brand.

**What clothes do you wear (or would you like to wear) that can communicate who you are as a business owner?**

Your fashion choices allow you to find common ground as well as differentiate yourself from others. Think of it this way, what does your brand look like when there isn't a logo, website, or an Instagram feed anywhere to be seen.

09.

# HOW DO YOU WORK?

Your “productivity personality” is where things get interesting. Using the WorkingSimply approach, select your primary working style:

- PRIORITZIER***
- PLANNER***
- ARRANGER***
- VISUALIZER***

How you work is important. If you're in a situation where your working style doesn't jive with your offerings or your brand then you've got some work to do.

10.

# HOW DO YOU PLAY?

Imagine your work life was a video game—what kind of player are you? Using Bartle's Player Types for Gamification, choose your primary style of play:

***SOCIALIZER***

***EXPLORER***

***ACHIEVER***

***KILLER***

The way you tackle a challenge can deeply inform how you communicate and deliver on your promises as a service provider.

# ASK ME ANYTHING

Your brand is more than just a logo, it's a reflection of who you are and what you are promising your clients. Letting your unique traits shine in your marketing, sales process, and your work ethic will make it easier to do business differently.

If you have a business or marketing question just **send me a short message to 555888** and I'll reply during business hours (or within one business day). I'm here for you.

-Corwin



## **DO THIS ONLINE**

**This PDF is a guidebook only.**  
The full worksheet is available online, with many of the questions having multiple choice answers so it's easier to work on.

When you're done with the Typeform I'll email you the results instantly.

**GO TO TYPEFORM**