



# BUILDING A HEART-LED BRAND

A grounded guide to aligning your brand with  
your values, your story, and your presence

MEGDUNNING.COM



## WELCOME, BEAUTIFUL SOUL

I'm so glad you're here. This resource is an invitation to pause, reflect, and reconnect with why you're doing this work in the first place.

Creating a brand goes far beyond logos or online strategies—it's rooted in your identity, your values, and the way you present yourself when no one's watching.

Think of this guide as a blend of journal, blueprint, and encouragement—designed to help you craft something that truly resonates with who you are. We'll begin with what matters most to you, and let everything else unfold from there.

This guide is part journal, part roadmap, and part permission slip to build something that feels deeply aligned. We'll start from the heart — and work outward from there.

Let's begin gently, with clarity and care.

*Meg Dunning*



## Your Story

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### WHERE YOU'VE BEEN MATTERS.

Your brand begins with your *story*. The path that shaped you, the values you hold, the lessons that changed everything.

Use this space to reconnect with your beginnings.

What brought you to the work you're doing now?

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What was the turning point that made you commit to your mission?

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What do people often thank you for, or come to you for?

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# Why Heart-Led Branding Matters

## WHY NOW, WHY YOU.

We're in a new era — one that's craving realness, resonance, and intention. Heart-led brands don't shout; they speak with presence.

When your brand is grounded in who you are, you build trust before you even sell a thing. You make space for connection. You show people how it feels to work with you, not just what you offer.

In one sentence, what do you want your brand to make others *feel*?

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*When you build from the heart, your brand becomes more than a message — it becomes a movement. **Rooted, real, and deeply human.***

— Meg Dunning





# Understanding Your Audience & Values

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## WHO YOU SERVE, AND WHY IT MATTERS.

Knowing your people means understanding their needs, dreams, and fears — but also knowing your own non-*negotiables* as a brand.

Who is your dream client? Describe them.

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What do you not want to compromise on in your business?

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What values are at the core of your work? (Check all that apply)



Honesty



Compassion



Creativity



Spirituality



Depth



Community



Impact



Other

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# Defining Your Personality (Brand Clarity)

## HOW DOES YOUR BRAND SPEAK?

Your personality shapes your tone, visuals, and the way people relate to your presence.

If your brand had a voice, how would it sound?

- ☐ Bold & Strategic
- ☐ Warm & Inviting
- ☐ Grounded & Wise
- ☐ Playful & Light
- ☐ Other \_\_\_\_\_

Describe your content pillars (topics you circle back to):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

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*Authenticity is the daily practice of letting go of who we think we're supposed to be and embracing who we are."*

— Brené Brown





# The 4 C's of a Heart-Led Brand

## THE FOUNDATION: CLARITY, CONFIDENCE, CONSISTENCY + CONVERSATION

- Clarity: Knowing who you are and what you stand for
- Confidence: Trusting your voice and showing up anyway
- Consistency: Repeating your message, not your mistakes
- Creativity: Letting your brand express you

Which of the 4 C's feels strongest for you right now?

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# Brand Check-In

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## WHERE YOU ARE NOW

### CLARITY

- ☐ I know exactly who I serve and why
- ☐ I'm still figuring it out

My message in 1 sentence:

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### CONFIDENCE

- ☐ I show up with ease
- ☐ I struggle to speak up

One moment I felt proud of showing up:

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### CONSISTENCY

- ☐ My brand feels cohesive
- ☐ It's a bit scattered

One thing I can do to stay consistent:

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### CREATIVITY

- ☐ I try new things often
- ☐ I stick to what's safe

Something creative that I'd love to try:

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# Understanding Your Dreams

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## VISUALIZE THE BIGGER PICTURE

What does your dream business feel like to run day to day?

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What was the turning point that made you commit to your mission?

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What is one bold dream you haven't said out loud yet?

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*"Your dream isn't random — it's a remembering. A vision rooted in who you are and who you're here to become."*

— Meg Dunning





# Blocks to Showing Up

## WHAT GETS IN THE WAY?

Which of these tend to show up for you? (Check all that apply)

- ☐ Fear of being judged
- ☐ Not knowing what to post
- ☐ Feeling unclear on my brand
- ☐ Comparing myself to others
- ☐ Burnout / energy blocks
- ☐ Something else \_\_\_\_\_

What's one belief you're ready to release around being seen?

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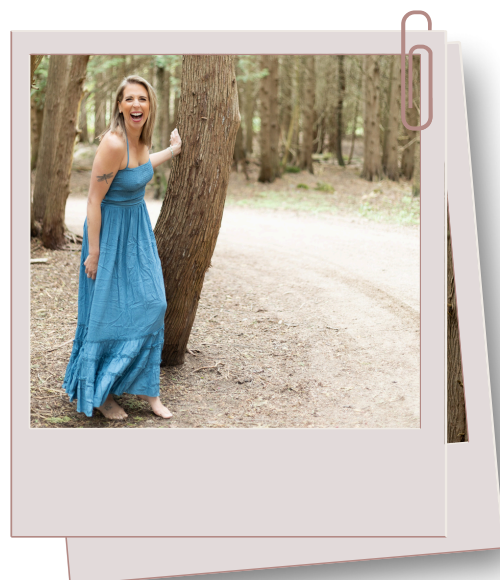
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### **Pro-Tip:**

*When resistance shows up, meet it with curiosity — not criticism. Often, the block is just an invitation to return to your why, gently.*



# What is B-Roll, Really?

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## B-ROLL: THE STORY BETWEEN THE WORDS

B-roll is the quiet magic — the footage that doesn't require you to "perform." It's the glance over your shoulder, the moment your hands move with purpose, the sunlight falling across your workspace.

These are the moments that show your energy, not just your expertise.

They don't need a script — just presence.  
In a world full of polished content, B-roll creates space for realness.

It reveals your rhythm, your rituals, and the subtle story you live every day.

### Quick Examples to Capture:

- Lighting a candle before a session
- Pouring tea while preparing to film
- Scribbling notes or sketching an idea
- Walking into your space with intention
- Opening your laptop and pausing with a breath
- Adjusting your environment — pillows, playlist, post-its
- Hands setting out tools, crystals, books, or art materials
- Feet walking through nature before a client call

What's one ordinary moment in your routine that feels meaningful when seen through the lens?

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# Build Your B-Roll Bank

## CAPTURING BEFORE YOU “NEED” IT

B-roll works best when it feels natural. That's why we build a B-roll bank — a personal archive of clips that show your world behind the scenes.

This allows you to stay visible without constantly filming in real time.

### Checklist:

- Create a folder on your phone or cloud drive
- Label by theme (rituals, workspace, tools, movement)
- Record clips weekly (20–30 seconds each)
- Use natural light and movement — don't overthink it
- Add notes for what story each clip could tell





# Niche-Based B-Roll Prompts

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## PROMPTS FOR COACHES, CREATIVES, HEALERS & SOUL-LED SERVICE PROVIDERS

Use these prompts as inspiration to capture B-roll that reflects your unique work.

### Coaches & Mentors:

- Walking into your office or space
- Journaling or creating client notes
- Holding space in a session (blurred for privacy)
- Looking out a window between calls

### Creatives & Designers:

- Sketching or pinning inspiration
- Mixing colours or materials
- Rearranging your creative space
- Editing on your laptop or tablet

### Healers & Wellness Guides:

- Preparing tea or setting up your space
- Lighting incense or candles
- Tuning into breath or stillness
- Moving through a grounding ritual

What small actions from your work could you capture this week?

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# Setting Up Your Shot

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## FILMING WITH EASE, NOT PERFECTION

You don't need fancy gear to make your brand feel rich and intentional. A smartphone, good lighting, and a few small tools go a long way.

### Quick Tips:

- Film vertically for Reels (9:16)
- Use a small tripod or stack books
- Keep movement gentle and purposeful
- Avoid clutter or noisy backgrounds
- Keep clips short: 15-30 seconds

### Your Setup Ritual

Before you film, take a moment to ground yourself. Setting up your space is more than logistics — it's an energy reset.

What do you do to feel calm and centred before filming?

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What small ritual could you add to make your setup feel more sacred or intentional?

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## SHOWING UP DOESN'T HAVE TO FEEL CRINGE

Confidence isn't measured by how flashy or flawless you appear—it's about being purposeful and present in what you do.

### Reminders:

- Focus on connection, not perfection
- Speak as if to one person you care about
- Start small: record one clip just for yourself
- Rehearse if it helps, but don't script your soul
- It's okay to pause, to restart, to try again
- Showing up imperfectly is still powerful

What's one way you could make showing up feel *gentler* for yourself?

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### Short Grounding Practice (Mindful + Practical)

Try This Grounding Practice Before You Hit Record:

- Take three slow breaths — in through your nose, out through your mouth
- Place your hand on your heart or belly
- Remind yourself: ***"I'm allowed to take up space."***
- Smile gently, even if just for yourself
- Then... press record

*A few seconds of stillness can shift your energy completely.*



# From Vision to Action

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## YOUR NEXT RIGHT STEP

What part of this guide spoke to you most?

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What's one action you'll take this week to build or share your brand?

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How do you want your work to feel for both you and the people you serve?

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*Clarity comes in motion — not in waiting. Start small, stay aligned, and let it build from there.”*

— Meg Dunning



Use this space as a creative catch-all. Sketch, journal, plan a reel, write your future bio — anything that helps you feel more at home in your brand.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. On the right side, there is a faint, light-colored illustration of a tree or plant, which appears to be part of the background design of the paper. The overall appearance is that of a clean, unused piece of stationery.



Thank You

## THIS IS JUST THE BEGINNING.

Thank you for spending this time reconnecting with your brand and your story. Remember: your presence is enough. Your perspective is powerful. And your message matters.



As you continue to create, share, and show up — I hope you do it from a place that feels deeply aligned with who you are.

I'll be here, behind the scenes, cheering you on.

Meg

Want to explore this deeper — with support and strategy tailored to you?

Book a free Discovery Call now and let's talk about where you are, where you want to go, and how your brand can lead from the heart.

[Schedule Now](#)