

# CREATE A VISION BOARD



GOOD FOR  
30 CENTS

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the most of this my

## WHO ARE YOU AND WHO ARE THE IDEAL CLIENTS YOU WOULD LIKE TO ATTRACT?

To help you figure it out, I have prepared some questions bellow.

After filling in the questions and with the answers in mind, try to find pictures, fonts, textures, illustrations, patterns which most reflect your answers. Include words that are important to you and your clients, e.g. connection, success, adventure, selflessness etc.

Choose about 3 words which fits your business the best.

Collect way more material then you need for your vision board at first and then reflect about what fits and resonates the most. You can either create one big vision board or two separate boards for you and your clients.

Find material from magazines, use wallpaper samples, packaging, washi tapes etc. Pinterest can be a great tool to find inspiration.

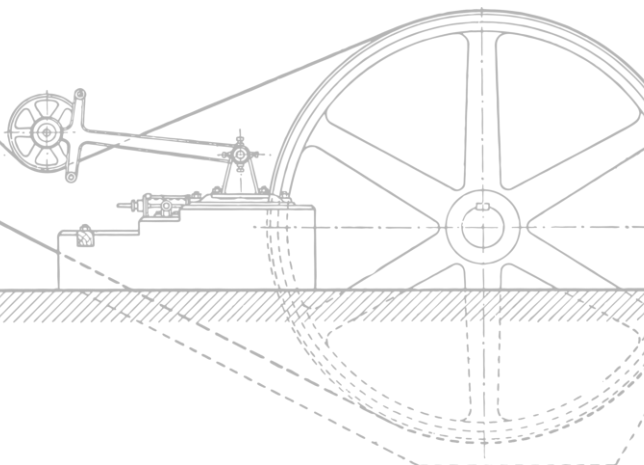
Either create a paper version (A3 paper might work the best, try reusing old wallpaper for a strong backdrop to glue on) or digital version. Keep the end result where you can see it for your inspiration.

You don't have to cover the whole paper, sometimes keeping white space works wonders.

If you need any help, contact me on [hello@mindfulandcuriousdesign.uk](mailto:hello@mindfulandcuriousdesign.uk)

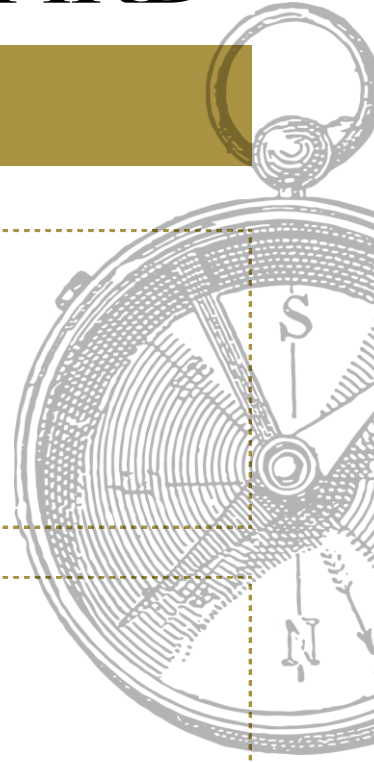
Enjoy the creativity!

Love Bettie x



# CREATE A VISION BOARD

## Questions about you



1

What is your vision, goal and purpose?

2

What are your values?

3

Where do you get the most inspiration from? What lightens you up?

4

What makes you different? Unique?

5

Where do you shine? What problems do you solve the best?

# CREATE A VISION BOARD

## Questions about your clients

1

Who are your clients - age group, location, try to visualise them

2

What are their values?

3

What do they read? Do they shop locally, support small businesses or mostly online?

4

What are their struggles, where they need help and what are their pains you could help them with?

5

What are their dreams, what they aspire to?

