



Mirror, Mirror

HOW ARE YOU SEEN?

A brand workbook for women who lead businesses. See how you are seen, and decide what to change first.

Your name

Your business



BEFORE YOU START

How to use this workbook

Your business has moved on. These pages show you whether the way people see you has kept up.

Work through the pages in order. Type straight into the boxes on screen, or print the pages and write by hand. Give yourself time. One honest, specific answer is worth more than a page of general ones.

Some tasks ask you to speak to other people. Do them. What you think your brand says and what other people actually see are rarely the same.

STARTING POINT	Where you are now
KNOWN FOR	What you want people to see
ASK THREE PEOPLE	What they actually see
THE GAP	Where the two do not match
YOUR ONE MOVE	Fix, sharpen, stop

STARTING POINT

Where you are now

Start with an honest picture of your business today.

How would I describe my business today, in a few sentences?

How do I think people currently see me?

Where has my business moved on, but my brand has not caught up?

Taken the Brand Gap Audit? Add your score and what it told you.

Optional. [Take the Brand Gap Audit here.](#)

If I could close one gap in the next three months, it would be:

What do you want to be known for?

Perception is what people understand, remember and repeat about you when you are not in the room.

WHAT I SEE

People tend to describe you by the first thing you did for them, not the full range of what you do now. That is how good businesses end up known for something smaller than they are. A strong answer here is specific enough that someone could recommend you for the right work without you in the room.

What do I want people to think of when they think of me and my business?

What do I want to be known for, remembered for and recommended for?

Someone comes across my brand for the first time today.

Would they understand who I help?

What would they actually see?

Would they understand what I do?

What would they actually see?

Would they see what makes me different?

What would they actually see?

Ask three people

Choose three people who know your work: a client, a contact and someone newer to you. Ask them what they think you do, who you help and what they would come to you for. Write down what they say, not what you hoped they would say.

Person 1

What they think I do, who for, and what they would come to me for

Person 2

What they think I do, who for, and what they would come to me for

Person 3

What they think I do, who for, and what they would come to me for

What matched the impression I want to create?

What was missing, unclear or different?

The perception gap

Is the impression I am creating aligned with the one I want to create? Where is it not?

What is missing, unclear or not coming across?

One insight about my brand

One gap I can now see

Fix. Sharpen. Stop.

FIX: What makes my value hard to understand?

SHARPEN: What makes me worth choosing?

STOP: What weakens confidence in me?

My one move

Specific enough to act on this week.

My first step

Done by (date)

Now say it to someone.

Send me your one move and the date you will do it by, through the contact page at janineconey.co.uk, and I will reply. Writing it down is one thing. Telling someone is what makes it happen.

YOUR NEXT STEP

You are the experience. Make sure people can see it.

This workbook covers the first of three mirrors: how you are seen. The other two, how you show it and what people experience, are what we work on together in THE Experience.

THE Experience

Six weeks of creative direction on how you are seen, in a small group of six founders. You leave with your Director's Brief: the written direction for your brand, ready to hand to your designer, photographer or copywriter.

Starts January 2027. Six places.

Bring this workbook with you. Your answers are the starting point.

Find out more at janineconey.co.uk

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