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BONUS RESOURCE

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# BRAND FREQUENCY FRAMEWORK

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ALIGN YOUR ESSENCE  
WITH YOUR EXPRESSION



Creative Mystics

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# BRAND FREQUENCY FRAMEWORK™

ALIGN YOUR ENERGETIC PRESENCE WITH EVERY BRAND TOUCHPOINT

Most people think branding is about logos or headlines.  
But **real branding begins with energy.**

Let's map how your brand feels across  
every touchpoint — your tone, visuals, presence, and choices.

## TONE & LANGUAGE

What tone of voice best reflects your brand's energy? (*Warm? Assertive? Playful? Calm?*)

➔ Add 3 example phrases you'd say:

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## VISUAL IDENTITY

What colors, fonts, and design style express your brand frequency?

➔ Toss out 3 brand colors or fonts and capture their essence (think "calm," "daring"):

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## PRESENCE & BODY LANGUAGE

When people encounter you (online or in person), what **energy** do they *feel*?

➔ Choose 3 words (e.g., *magnetic, nurturing, focused*). Give one example of how you show it:

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## VALUES IN ACTION

What consistent actions or choices reflect your *deeper purpose* and *values*?

➔ Add 2 examples (e.g., "I always respond with care," or "I prioritize collaboration"):

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### MINI REFLECTION:

How can I bring more of this energy into my next email, client call, or content post?

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# BONUS REFLECTION

## TUNING YOUR BRAND FREQUENCY

Use these prompts to gain clarity and calibrate your personal brand energy.  
Return to this worksheet regularly as your presence evolves.

### 1. INTENTIONAL IDENTITY

*Who am I becoming through my brand?*

*What values, beliefs, and intentions shape the way I show up?*

**Reflection:** [Write your response here]

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### 2. MESSAGE MIRROR

*What message is my brand reflecting to the world?*

*Is it consistent with my inner truth?*

**Reflection:** [Write your response here]

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### 3. FREQUENCY & PRESENCE

*How does my energy translate through my content and presence?*

*What tone, rhythm or presence do people feel from me?*

**Reflection:** [Write your response here]

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### 4. STORY ALCHEMY

*How am I transforming my past into brand power?*

*How do I use **polarity** - **struggle** and **strength** - to build connection?*

**Reflection:** [Write your response here]

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### 5. RHYTHM & FLOW

*What season of visibility am I in right now?*

*How can I honor the natural cycles of output and rest?*

**Reflection:** [Write your response here]

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### 6. INFLUENCE & IMPACT

*Where am I creating ripple effects?*

*Am I being the cause - not the effect - in my business and brand?*

**Reflection:** [Write your response here]

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### 7. BRAND INTEGRATION

*Where do I need more balance?*

*Am I honoring both the structure (masculine) and intuition (feminine) in how I lead?*

**Reflection:** [Write your response here]

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### FINAL CHECK-IN:

What frequency do I want to hold and express moving forward?

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