

STEPS TO FORM A SOLID BRAND

You have to start with your "why", but you need to live by it. Everything you do and say need to consistent with your "why" purpose.

WHAT IS YOUR "WHY"?

To discover your "why" purpose you need to find out why people engage with you. What is the true value you provide them?



WHO IS YOUR AUDIENCE

Everyone has more than one audience. Who is your core audience and what is relevant to them? What are their emotional triggers and how does it relate to your "why" statement?

WHAT IS THE DIFFERENCE YOU MAKE

This is in direct relation to your audience. It's not about how different or unique you are but what is the difference you make in your audience's lives?



WHAT DO YOU STAND FOR

What do you stand for? What do you believe in? And how are you living by those values? What do you do and say that demonstrate your commitment to what you believe in?

TELL YOUR STORY

Tell your stories based on your "why" purpose, demonstrating you are living by your values and the difference you're making in people's lives. Engage through emotion.

