

BRAND FOUNDATION

BRAND PURPOSE

**“A brand isn’t what YOU say it is,
it’s what THEY say it is.”**

Marty Neumeir

BRAND PURPOSE

pur·pose

/ˈpərpəs/

the reason for which something is done or created or for which something exists.

WHAT THE WORLD NEEDS

WHAT YOU ARE GOOD AT

BRAND PURPOSE

WHAT YOU ARE PASSIONATE ABOUT

Notes:

Brand Purpose Assessment

Define your brand, what do you do?

Why do you exist?

What problem does your brand/product/service solve?

Why is solving this problem important?

What will your brand be?

What should your brand be?

Who is your customer?

What is your value to the customer?

Notes:

[Brand name] exists to [verb] [target audience] by [problem it solves] in order to [desired impact or result].



Text Me:

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Let's Optimize and Accelerate Your Brand Growth Together!

To take your brand to the next level, I invite you to book a Brand Growth Strategy Call with me.

What to Expect:

Comprehensive Brand Evaluation:

I'll assess your current brand and business strategy.

Tailored Solutions:

Discover how a Brand Audit can benefit, optimize, and accelerate your business growth.

Expert Guidance:

Receive personalized advice and actionable steps to enhance your brand's performance.



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