

Grow Your Brand & Business with Integrity

6 sure-fire steps to build an irresistible mission-centered brand in the 21st century

1 Know Thy Genius Self

Traits

1. _____

2. _____

3. _____

Shared Values

1. _____

2. _____

3. _____

Notes

2 Define Your Potential Hero-Clients

What is your target niche market frustrated with?

What are they yearning for?

What are traits of who your ideal client is not?

3 Claim Your True Line

What you do and only you do and for whom?

Branding is a verb. Brainstorm some of your potential verbs.



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4 Design Your Signature Experiences

5 Build a Community

6 Prototype Over Perfection

Identify 1-3 ways to prototype in 2018

One

Two

Three

