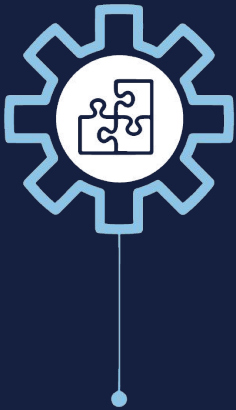




Defining your Brand

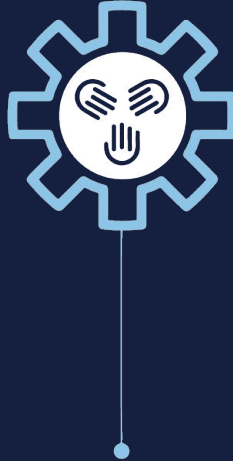
Creating your Story



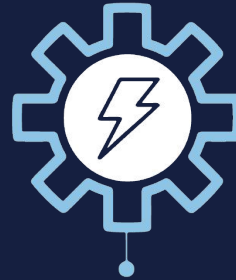
Target audience has a unique problem



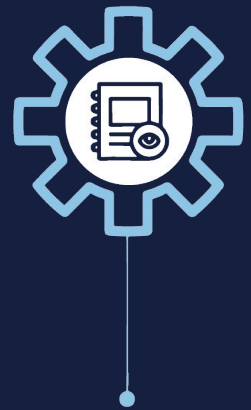
Here's how your brand story shares their values and solves their problems



Connects to their emotional and functional needs



Moves them to take action



Increases your visibility, conversions and profits

Brand Essence

Specify why customers should care about your brand.

Brand/Product Persona

Describe what type of person is going to use your product.

Emotional Benefits

Detail how your product or service makes the customer feel.

Functional Benefits

Find what problem your product or service solves and list the benefits.

Product Attributes and Features

Describe all the features of your product.