

### Knowing ourselves.

### **OUR LEXICON**

#### PROOF

What proof can we point to, to assure our audience they'll get the benefit everytime?

#### **PROMISE**

What is our promise to anyone we deal with?

## BENEFIT TO AUDIENCE

What is it that our customers get out of dealing with us? What's in it for them?

### OUR MANTRA

What would we say to ourselves every day to make sure we live all of the surrounding traits?

## TARGET & INSIGHT

Understanding our audience and the common human truth are we emotionally connecting with.

# VALUES & PERSONALITY

What do we want people to know about us on a slightly more emotional level?
eg: we value this therefore we act like that.

# POINTS OF DIFFERENCE

What in our offering can we point to that is unique and ownable buy us?



### **MY BRAND**

