

THE SEVEN BRAND PRINCIPLES



WHAT MAKES UP A BRAND?

These principles are crafted to help your brand thrive in its desired market. When applying all seven principles, your brand will be give you the confidence, clarity and credibility you deserve.

The princples are the blueprint to your business. They give you the layout of how you business should function and relate to your people.

SEVEN KEY PRINCIPLES



PURPOSE

This is not only the "why" you are starting this business. But your internal and external "why". Knowing what drives you from the inside out will keep you motivated in your hardest of days and allow you to have a bold and productive brand.



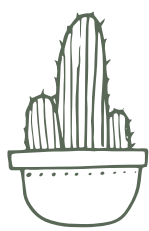
PEOPLE

Who are your people? Who are you trying to attract? Knowing who your people are will help you in your marketing strategy and throughout the whole branding process. It's important to touch on the demographics of your people but to focus primarily on the psychographics of your people.



POSTITION

Dive in deep to where you want to position yourself in todays market. Discover where you want to position yourself by becoming clear around your core values, the bigger vision and the emotional delivery you want to give to your people.



PERSONALITY

If your brand was a person, how would they talk? Act? What social situations would they put themselves in? Where would they stand politically? Defining the personality of your brand helps you become clear on how to write your copy and any other marketing material. It also helps you to know "where your people are" for networking events.



POINT-OF-VIEW

What are the core views of your brand? Uncovering these core views will help you with the presentation of your brand. How you discribe your brand to others and these core views can turn into phrases that help with speaking topics. What is it that your brand stands for?



PROMISE

What do you promise your people? The ones who do business with you and the ones that are avid fans... Your promise is more than the product or service you sell. It is the emotional response that you promise them. So... What are you really selling?



PITCH

When you think of "the pitch" you're thinking the "elevator pitch" you say to describe what you do. And you're not wrong. We encourage you to take a spin on this.. Create your pitch with your emotional promise of what you deliver.