



**standout
brand**
defy ordinary



What makes you different?

Name _____

Date _____

PRINCIPLES

About me/us

About your market/industry

The people you want to serve (your ideal customer)

PURPOSE

Why do you exist?

PEOPLE

Who is this for?

What do they care about?

PERSONAL

How can you change how people feel?

How can you help them live better lives?

PERCEPTION

What do they believe?

What would you like them to believe about your business?

PRODUCE

What do people really want or need?

How do you create value for your customers?



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*Call me if you
need some help*

