



Presents: Branding 101 Workshop

Questions to answer in order to develop your brand narrative:

Why am I doing this? What is the origin story of my business?

Who's my tribe? What are the distinct characteristics of my target customer?

What's my value? What benefit do I provide for my customers?

What's my voice? What tone do I want to set for my business?

What's the message I want to convey to my target audience?

If you have any additional questions, please feel free to contact me at:
DanielW@LegConSol.com



Craft your elevator pitch:

My company _____ helps _____
Company Name Target Population

to _____
Problem Solved

by _____ . We
Key Benefit(s)

accomplish this by _____ .
Unique Value Proposition

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