

Making a stand-out “Brand” for your business

1. Define your value set

What is the thing or things you want your company to stand for or be known for. Why are you doing this?



2. Identify your goals

What are you trying to achieve? What does your product or service do differently?



3. Determine your audience

Who is going to buy your product or service, will the same people be using it as purchase it? Is there a third group who may love it and champion this but not necessarily use it?



4. Define your stories

The questions you've just answered can be explained to your audience in story form. You might have a great start-up story, a brilliant eco goal or a life changing product. All these help your audience love your brand.



5. Position you brand

Where does your audience hang out online? When might they be best interested in your offer? What in your stories, values and goals can you use to engage with them best?

