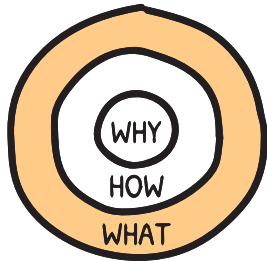


BUILDING YOUR BRAND

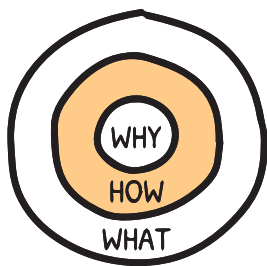


Please take a few minutes to write down this information. It is very valuable to build your brand or business properly. Two things need to be clearly understood:

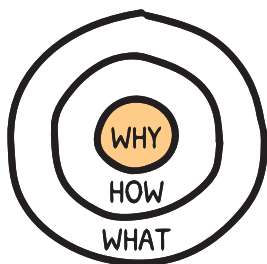
- 1) What for: **What is the purpose of the brand?** (Why, How, What)*
- 2) What are we trying to achieve; it means a **clear objective**.



WHAT you do. This is the easiest one, and everyone know and can describe what they do. This is less impactful than WHY. (I.E.: *We make sport clothing for kids*).



It is **HOW** do you do it. It is bring your WHY to life that makes you and your company unique. (I.E.: *We sew the outfit in my wokshop located in Croydon, always making sure the quality is top notch.*)



Your purpose, cause, or belief. **WHY** does your company exist. WHY should anyone care about your work or product? This is the most important question we need to undestand. (I.E.: *Our goal is to encourage kids to live an active life, practice sports and enjoy the fresh air. We want kids to socialize with other kids, learn the importance of overcome dificulties and frustrations and prepare for life. We work with local schools and promote competition between other institutions*)
