

Define Your Brand's Identity

Grab a piece of paper (or use the worksheet at the end of this chapter) and write it down:

A - Who is my **ideal customer**?

B - What does my brand **help them achieve**?

C - If my brand were a **person**, how would it act and speak?

D - What **emotions** do I want my customers to feel?

E - What **colors, logos, and visuals** reflect these emotions?

By answering these, you'll start shaping a brand that resonates deeply with your audience.