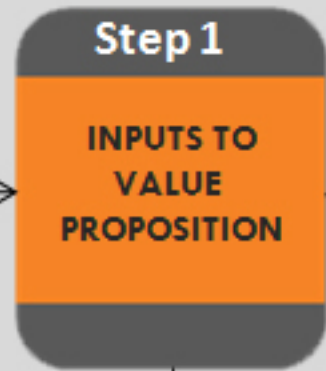


START

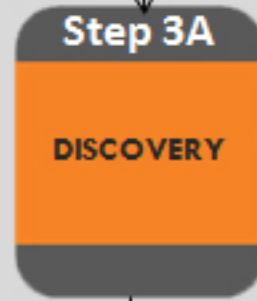


- Personality
- Philosophy
- Preferences
- Values
- Business Value
- Differentiation
- Interests
- Passion
- Talents
- Skills
- Competencies
- Experience
- Education
- Achievement



1. Offerings
2. Customers
3. CRTA *
4. Experience
5. **Benefits**
6. Cost
7. Time
8. Alternatives
9. **Advantages**
10. Engagement

* Compelling Reason To Act



- Brand Audit
- Client Interviews
- Personal Profile
- Business Profile
- Brand Attribute Profile (BAP)
- Brand Value Statement (BVS)
- Keywords
- Story, Anecdotes



- Look & Feel
- Brand Identity
- Business Name
- Logo, Tagline
- Signature Elements
- Brand Strategy
- Brand Story
- Impact
- Differentiation

