

# ***Blog Traffic Explosion***

BRANDING GUIDE  
FOUNDATIONS

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MODULE 1 // PREPARE FOR TRAFFIC

## Visual Brand Foundations

Who do you want your brand to attract?

Short description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What core desire(s) do all your potential customers have in common?

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

What interests do your customers share?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

