

HOMESWORK

CRAFT YOUR BRAND STORY LESSON 3

HOMEWORK

CRAFT YOUR BRAND STORY

LESSON 3 BRAND KEYWORDS

Brand Keywords Brainstorm:

To identify your 3 brand keywords, consider the following questions:

- What inspires you?
- What do you value most?
- What's the vision for your business?
- What makes you different?

Top Three Brand Keywords:



LESSON 3 BRAND KEYWORDS

ACTION STEPS

Step 7

Answer the guiding questions for brainstorming your Brand Keywords.

Step 8

Using your answers, brainstorm the top 10 words or phrases that most resonate with you.

Step 9

Using your top 10 keywords, identify your top 3 that most connect with you, and make them your brand keywords to guide all your marketing and business decisions.