

# 3 steps to build your booming brand strategy



I

## Brand

catchy personality



- ✓ Startup story
- ✓ Brand values
- ✓ Archetype
- ✓ Characteristics
- ✓ Expression

II

## Customer

key insights

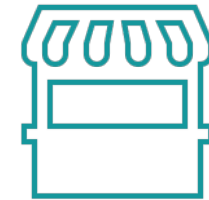


- ✓ Ideal client
- ✓ Problems
- ✓ Solutions

III

## Market

niche positioning



- ✓ Competition field
- ✓ Differentiators
- ✓ Mission & vision
- ✓ Brand compass