

Magic 8: Defining Your Soul-Based Brand

Answering the 8 questions below will bring about amazing things. All 8 components below defined will move your Soul-Based brand, your company, into perfect alignment with YOU to attract your ideal client and bring about pure magic! Answer each of the questions very thoughtfully in **8 words or less**.

I **ESSENCE:** What are the 5-7 principles by which you operate (can have up to 2 words each) in the world? These are values/principles that you WILL NOT compromise on. You would fall on the sword for these values. They are relevant to you personally, professionally, your employees, and clients.

1

2

3

4

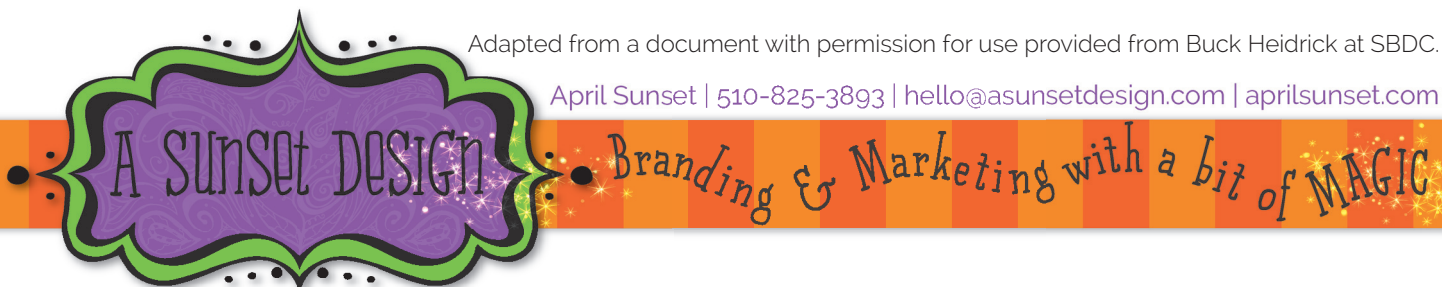
5

6

7

Adapted from a document with permission for use provided from Buck Heidrick at SBDC.

April Sunset | 510-825-3893 | hello@asunsetdesign.com | aprilsunset.com



Magic 8: Defining Your Soul-Based Brand

- 2 **WHY:** Why are you doing this? What is your driving force? Why is this something YOU HAVE to do? (Plaster this around your office!) Remember, 8 words or less!
- 3 **PURPOSE:** Why does your company (you) exist in this world? Think beyond today. What can you say that is not specific to your product or service. What can you say that allows expansion?
- 4 **MISSION:** What do you do? Very simply and plainly.
- 5 **VISION:** Where are you going? Where are you going to be in 5 years? What are you moving toward?
- 6 **COMPETITIVE ADVANTAGE:** Why choose you? What can you say that very few, if any, people can say about their brand?
- 7 **BRAND PROMISE:** What is the promise you make to our employees, suppliers, partners and customers that will delight them? This is the BIGGEST Filter that you will run EVERYTHING you do through on a daily basis.
- 8 **YOUR CLIENT:** Who is your customer? Think magnet pulling those that are out there FOR YOU toward you. Brands that try to be everything to everyone end up with no loyal followers, just "Ho-Hummers." You will be replaced. Narrow your client base however, target what you do for them, and they will begin to follow. Loyally. And then they will tell their friends. And their friends will tell their friends. And, well, you get the picture.

April Sunset | 510-825-3893 | hello@asunsetdesign.com | aprilsunset.com

A SUNSET DESIGN

Branding & Marketing with a bit of MAGIC