

Everyone had a story, the true story is its always about the people, companies don't have stories, the people in the companies that have the stories. About their vision, hope and loves.

I help _____ to _____
by _____
(niche) (solve problems/ get results)
(what you unique service/product you offer)

**Product/Service
Benefit
01**

Why is your brand better than or different to that of your competitor's?

**Mission
02**

What is the brand's role in society, or the public benefit of the brand?
(.. If we didn't do it for money)

**Positioning
03**

Why is your brand better than or different to that of your competitor's?

**Vision
04**

The Brand can define its future: In what market do we want to be?

**Thought/Consistency
Styling
05**

What characterises the style of the brand, image, tonality etc?

**Values
06**

What makes the brand trustworthy as a friend?