

MOST *START-UP* BRANDS GET THIS WRONG




When you're building
your start-up, ***avoid***
doing this ...



STEP 1:

“This is gonna be revolutionary!”



**Work fiercely
on finishing
a product**

STEP 2:



STEP 3:

LET'S SELL THIS!

Slap on some Design from Canva

Work fiercely
on finishing
a product

A Logo, some colors - DONE.

STEP 4:



“But why?”

You must ***start***
with your key
audience ...

Do this instead...

“This is selling like hot cakes !”



Here, a **key audience template**:

Create an imagery person, **your ideal customer**.

What's their **name**?

What are their **hobbies**?

What's their **gender**?

Where do they **shop**?

What's their **age**?

How do they **behave**?

Where do they **live**?

What are their **challenges**?

How high is their **income**?

How do you solve **them**? 

What's their **profession**?

What are their **desires**? 

What's their **culture**?

Do you match their **needs**? 

Then find this person in real life and talk to them.

Test your hunches. Regularly and often.

Be *specific*.
Be *intentional*.
Keep *evaluating*.
Constantly.

