

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:

Slap on some Design from Canva

**Work fiercely
on finishing
a product**

A Logo, some colors - DONE.

STEP 3:

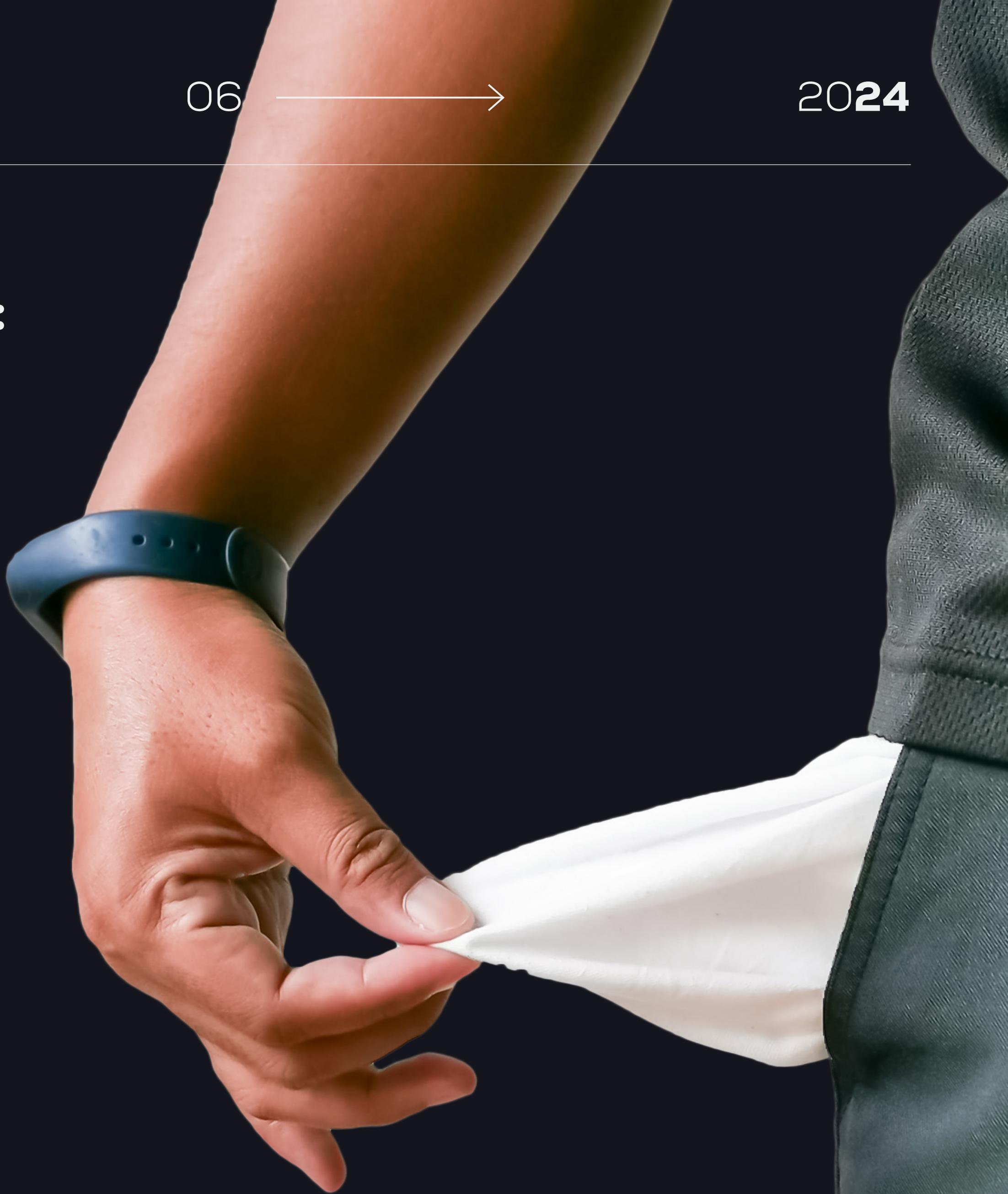
LET'S SELL THIS!

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!"

DEVELOP BRAND IDENTITY

3.

Develop your solution around your audience

1. Identify
your key
audience

MOLD PRODUCT FIT

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.

