

## BRAND VISION - 5 CORE PRINCIPLES

These 5 core principles will accelerate us in our mission to build and communicate a compelling Brand that attracts your ideal Client Avatars.

01. MY **BRAND NAME AND TAG LINE** VERY CLEARLY, DELIBERATELY AND POWERFULLY CONVEY MY SERVICE OR PRODUCT AND MAKE IT EASY TO SELL MY SERVICES & PRODUCTS.
02. MY LOGO, FONT CHOICES, FONT THICKNESSES, COLORS AND ICONS ARE EXTREMELY CONSCIOUSLY CHOSEN TO ATTRACT MY IDEAL CLIENT AVATAR AND TO ENSURE I LOOK LIKE AN EXPERIENCED PROFESSIONAL.
03. WHENEVER I SPEAK, WRITE, OR CONDUCT A LIVE, PODCAST, OR INTERVIEW, I AM WELL-EQUIPPED WITH WHAT MY **BRAND'S VOICE AND HEART** SHOULD BE SO I AM ALWAYS CONSISTENT AND AUTHENTIC IN MY DELIVERY.
04. MY **BRAND IDENTITY** IMMEDIATELY ATTRACTS THE ATTENTION OF HIGH-TICKET CLIENTS WHO IMMEDIATELY ENTRUST ME WITH THEIR NEEDS AND BELIEVE IN MY ABILITY TO SOLVE THEIR MOST PAINFUL PROBLEMS DESPITE OF OR IN ADDITION TO MY YEARS OF EXPERIENCE.
05. I AM KEENLY AWARE OF MY COMPETITION, KNOW HOW THEY SHOW UP, AND MAKE SURE MY **BRAND IS DESIGNED** AND PROFESSIONAL TO ENSURE I STAND OUT AGAINST THE CHOICES IN IN THE MARKETPLACE.