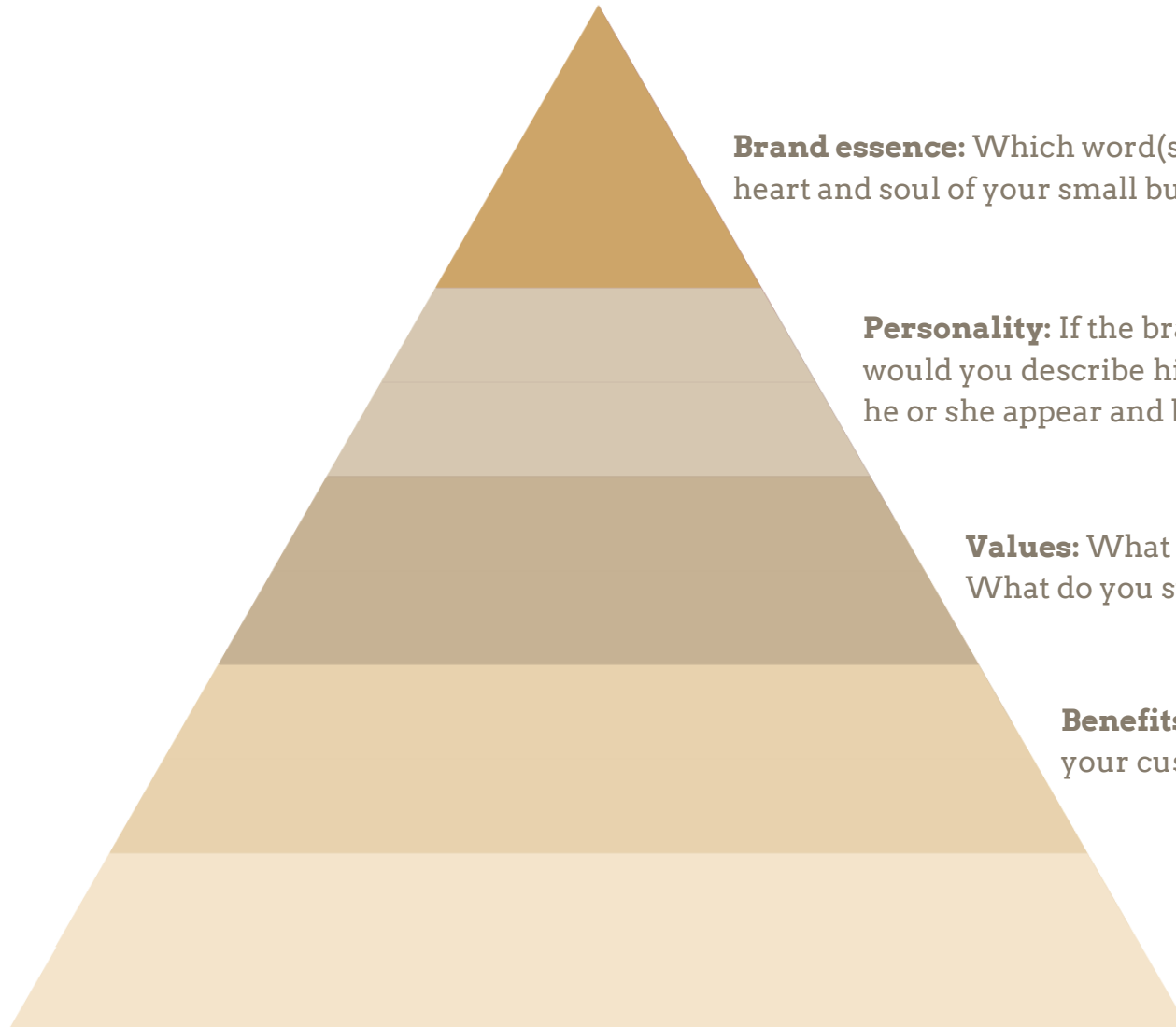


Your brand pyramid



Brand essence: Which word(s) are at the heart and soul of your small business?

Personality: If the brand were a person, how would you describe him or her? How would he or she appear and behave?

Values: What does your company believe in? What do you stand for?

Benefits: What rational and emotional benefits do your customers experience?

Features: What does your company sell? What are the key facts about your business? Focus on the most desirable and differentiating things.