



Building your Brand.

NonFiction Branding™ homework

Let's start with you: What is the foundation of your NonFiction Brand™?

1. Of all the things you do, what is the single most successful thing you've done, and continue to do, in your professional life.

Why ask?

Aligning your brand with what you truly do best is fundamental.

2. What commonly acceptable and entirely legal activity in your industry will you NOT do? (example: Advertising / tobacco)

What you don't do / won't do is as important to define and defend as what you do do.

3. Make a list of traits that you feel best describe you and the way you do business. Now share that list with others you work with, asking them to rate you about those qualities on a scale of 1 (does not really apply to you) to 10 (applies to you perfectly).

The 'you' you see is but a fraction of the 'you' you are. Your friends and colleagues can help fill in the blanks.

4. Ask your personal and professional acquaintances one simple, open-ended question: What do I do best?

Their answers are instant insight into your true BRANDNature™.

5. If USA is all about "life, liberty and the pursuit of happiness" and Coca Cola is "authenticity, refreshment and sociability" what's your **Key3™**?

These three concepts will become the timeless keystones of your brand.

1.

2.

3.



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