

How to discover your business brand?

Monday

**In 3 words, tell me what your branding stands for?
Ex: fun, professional, strategic**

Tuesday

**What is your brand tagline?
Ex: « You're one click away from building a successful event planning business »**

Wednesday

What is your brand purpose?

Thursday

What is your story?

How to discover your business brand?

Friday What is your brand promise? (one thing you promise consistently, every time)

Notes

Help Notes

TAGLINE: the tagline is that phrase that's catchy and/or describes what you do and is usually based on the values of your business.

PURPOSE: A purpose is WHY you're in business. For example, EPB's Why is to help people fulfill their dreams of having a profitable event planning business. Your WHY shines through in what you do and it may (or may not) appear on your about page, but it's more about defining why you're doing what you're doing

Tagline

3 words

Purpose

Website/ Brochure/ Business Cards

Your Business Name

Elevator Pitch

Colors idea