

1. WHO ARE YOU & WHAT DO YOU DO?

Before you can communicate with clients, create a brand or start selling, you need a get hold of who you are.

Who are you: It may sound like a simple question, but can be a challenging one to answer. It may be helpful to think about your brand as a person.

What do you do: Think about the products and services you provide. Add as much detail as you can to help build a picture.

What is your business name?

What do you do?

How do you do it?

Why do you do it?

What is your vision?

What are your values?