



About the Biz

DATE:

WHO WE ARE,
WHAT WE DO

BUSINESS VISION

BUSINESS MISSION

USP's. What I do better than anyone else

BUSINESS/LIFESTYLE GOALS

1 YEAR

5 YEAR

10 YEAR



About the Customers

MY IDEAL BRAND CUSTOMER IS...

MY IDEAL CUSTOMER AVATARS ARE

	Avatar 1 -	Avatar 2 -	Avatar 3 -
Product 1			
Product 2			
Product 3			
Product 4			
Product 5			

WHAT MY CUSTOMERS REALLY VALUE, NEED, DESIRE. WHAT IS THE LIFESTYLE THEY ARE LOOKING FOR?

Avatar 1 -	Avatar 2 -	Avatar 3 -

KEY BRAND MESSAGES

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About the Brand

BRAND PERSONALITY

BRAND VOICE

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BRAND VALUES

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BRAND PROMISE

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BRAND ESSENCE

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