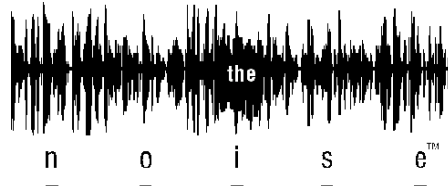


# Heard Above



## **Create a Best-Seller Brand Part 2: Brandstorming**

Presented by Dick Bruso for  
The 2016 Colorado Christian Writers Conference  
Thursday, May 12, at 3:30 p.m.

### **I. THE POWER BRAND**

- A) Your Story: “Who” are you?**
- B) Message/Passion/Purpose: “Why” do you do what you do?**
- C) Uniqueness: “What” really sets you apart in the marketplace?**

### **II. THE UMBRELLA BRAND**

**My Umbrella:**

- A) Congruent?**
- B) Consistent?**
- C) Comprehensive?**

### **III. THE GIVING BRAND**

- A) Who will benefit from what you have to offer?**
- B) Will you make a lasting difference?**
- C) Are you giving voice to your brand?**

### **IV. BRANDSTORMING NOTES**