

Brandstorming

Presented by Dick Bruso
for

The Colorado Christian Writers Conference
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I. THE STORY BRAND

- A) Your Story: "Who" are you?**
- B) 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) Comprehensive?**
- C) Consistent?**

III. BRANDSTORMING DEMONSTRATIONS

IV. GIVING VOICE TO YOUR BRAND