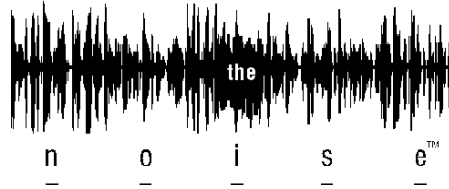


Heard Above



Create a Best-Seller Brand Presented by Dick Bruso for the 2017 Colorado Christian Writers Conference

- 1) Start with your story.

- 2) Determine your ultimate message.

- 3) Follow your passion.

- 4) Create your mission/purpose statement.

- 5) Evaluate and define your target audience.

6) Make your brand truly distinctive. (What one thing sets you apart in everything you do, say, or communicate in any form?)

7) Incorporate the three key components of “The Umbrella Brand.”

a) _____

b) _____

c) _____

8) Determine your desired outcomes and supportive strategies for building your best-seller brand.

a) _____

b) _____

c) _____

9) Produce powerful tools and products to enhance your brand’s visibility.

10) Give voice to your best-seller brand!