

Create a Best-Seller Brand
Presented by Dick Bruso for the
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- 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(s).

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

Create a Best-Seller Brand (contd.)

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!