

Marketing Channels

Brand Statement

Navigate - Reassure - Engage

Brand Identity

Recognition - Amplify Your Difference
Make Your Meaning Accessible

Niche Market

Visible & Invisible Characteristics

Core Message

The one message they need to know.

	1	2	3	4	5	6
Credibility Expertise - what you're good at Space - Materials, Presentation etc. Relationships						
Reliability Reputation & Testimonials Expectations Fulfilled History/Story						
Intimacy Personal info Take a Stand Emotionally at Risk						
Relevance Why does any of this matter? What problem is solved? Show how it fits this niche.						
Passion/Believer Demonstrate!						
Shared Lived Values What do they care about, that you care about?						
Brightness of Future How will it be better together?						