

Brandstorming

Presented by Dick Bruso
for

The Greater Philly Christian Writers Conference
Wednesday, June 23, 2021

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. GIVING VOICE TO YOUR BRAND

IV. BRANDSTORMING DEMONSTRATIONS