

# brandifesto

what are your biggest opportunities for connection?

My Values

My Roots

My Fights/Causes

My Interests/Desires

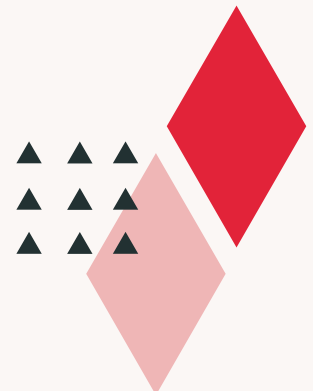
My Lifestyle

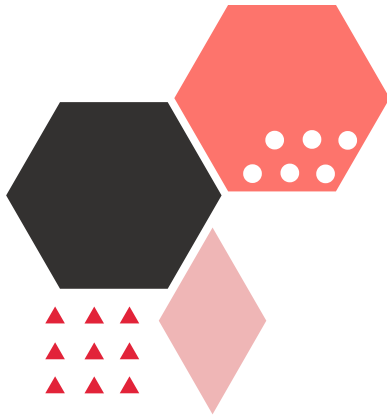
My Hobbies

My Preferences



Where do these intersect with those of your intended audience?





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use these 25 guiding questions to spark your creativity

I choose.....

I create.....

I value.....

I want you to know that.....

It's important to me for you to know that.....

It's important to me that you feel.....

I want to live in a world where.....

If you only knew this one thing about me...

What really makes me mad is...

A small thing I love is...

My best advice is.....

My mantra is.....

My whole vibe is.....

Here is a secret I'm ready to share...

We are [this kind of a company], but really that means [we are this]

We're more than just [X], we are a company that [y]

When all is said and done, [this] matters the most

I really hate when....

Here's where we're getting in wrong....

What's missing is.....

I know you, because....

My perfect day includes [this, [that], and this other thing]

In my wildest dreams....

You might be surprised to know that I...

More than anything....

