

5 Things To Know Before Starting Your Next Project.



Make better decisions and put your customers first.

Brand doesn't live in the marketing department. It doesn't even belong to you entirely. You share it with your audience.

Your brand is the average of your audiences opinion of you.

Knowing the answers to these questions will help you think more critically. You will make better business decisions with your customers in mind. how it will impact them and their opinion of you (your brand).

- 1** Who is your ideal customer?
- 2** What problems do you solve for them?
- 3** How will this project impact them?
- 4** 3 ways this project could change opinion?
- 5** What do we want to avoid at all costs?