

## Defining Your Brand.

In order to define your Brand you have to be clear in answering these questions below:

1. What products and/or services do you offer? Define the qualities of these services and/or products.
2. What are the core values of your products and services? What are the core values of your company?
3. What is the mission of your company?
4. What does your company specialize in?
5. Who is your target market? Who do your products and services attract?
6. What is the tagline of your company? What message does your tagline send to your prospects?
7. Using the information from the previous steps create a personality or character for your company that represents your products or services. What is the character like? What qualities stand out? Is the personality of your company innovative, creative, energetic, or sophisticated?
8. Use the personality that you created in the previous step and build a relationship with your target market that you defined in Step 5. How does that personality react to target audience? What characteristics stand out? Which characteristics and qualities get the attention of your prospects?
9. Review the answers to the questions above and create a profile of your brand. Describe the personality or character with words just as if you were writing a biography or personal ad. Be creative.

Ref: from the American Marketing Association

### **Your Brand Carries God's Gift:**

#### **I Corinthians 12**

#### **The Gift of the Holy Spirit (your helper)**

— 1Now concerning spiritual gifts, brothers, I do not want you to be uninformed. 2You know that when you were pagans you were led astray to mute idols, however you were led. 3Therefore I want you to understand that no one speaking in the Spirit of God ever says "Jesus is accursed!" and no one can say "Jesus is Lord" except in the Holy Spirit.

— 4Now there are varieties of gifts, but the same Spirit; 5and there are varieties of service, but the same Lord; 6and there are varieties of activities, but it is the same God who empowers them all in everyone. 7 To each is given the manifestation of the Spirit for the common good. 8For to one is given through the Spirit the utterance of wisdom, and to another the utterance of knowledge according to the same Spirit, 9to another faith by the same Spirit, to another gifts of healing by the one Spirit, 10to another the working of miracles, to another prophecy, to another the ability to distinguish between spirits, to another various kinds of tongues, to another the interpretation of tongues. 11All these are empowered by one and the same Spirit, who apportions to each one individually as he wills.

