

Brand Story Checklist

By creating a Primary Strength™ and satisfying the story objectives mentioned in Seedling, your story will create business growth.

Found at the intersection of your Market Position and Defined Audience, write your Primary Strength™. Your Primary Strength™ is a concise statement that acts as the guiding principle to your brand.

Does your story include the lens of marketing by selling your service?

Does your story include the lens of engineering by solving a problem?

Is there a specific benefit mentioned in your story?

Is the specific benefit unique?