

Tell Your Brand Story

Regardless of medium used, your defined audience should receive the same understanding of the benefit your service provides.

Website

What is the story you want to focus on for your website?

What is your service range that you provide your defined audience?

Social Media

What story angles will you use to cover your service range?

What story angles will you use to communicate with each segment of your defined audience?

Internal Communication Plan

Document your Primary Strength™, market position, and defined audience and discuss your business communication with your team.