

Your Name

BRAND BLUEPRINT

About Me

Purpose - THE WHY

Why do you do what you do? What drives you beyond work and earning money?

Your uniques - THE HOW

Superpowers

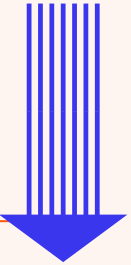
Your unique strenghts

Values

Principles you can't live without

Personality

How you sound, look, act



My Proposition

Promise - THE WHAT

How you solve your audience needs and what they get out of that.

Reasons To Believe

Your bragging rights

Features

The product/solution you deliver

Category

In what category do you and your competition play?



My Audience

Audience

Who is your ideal audience, who's eagerly waiting for your offering.

Insights

What makes your audience thick? What are their desires, barriers and needs?

