

## **How to Develop your Brand**

1. What is your dream?
2. What is your story?
3. What perception do you want to own in the minds of your audience?
4. What culture do you need to communicate the brand?
5. How will you measure your success as a brand?
6. Who do you associate yourself with?
7. How do you raise the rood of your brand to create world class standards?
8. How do you build your brand council with excellence around you?
9. How do you build your tribe?
10. How will you always return to base camp where you started? With what focus?