

1.0 Brand Attributes

- 1 Brainstorm
- 2 Choose top three to five
- 3 Choose top one

Let's start by exploring your brand! These six attributes will allow us to craft a well considered mission statement. This mission statement will become our guiding compass for brand related decisions. **Tip: just let the ideas flow, none of this is set in stone!**

Culture	Customers	Voice	Feeling	Impact	X-Factor
How would your community describe you?	How would you describe your customers?	How do you sound to others?	How others feel after interacting with you?	What tangible impact do you have on others?	What makes you radically different or unique?
Innovative Creative Hard working	Busy Ethical Craving help	Authentic Fun Confident	Empowered Satisfied Happy	Save time Make more money Expand networks	Ingredients Our approach Visuals

Mission statement example example:

Name _____ Product / Service _____ Customer _____
 _____ provides _____ to _____ customers
 Culture _____ Voice _____
 in a _____ environment with a _____ voice.
 Feeling _____ Impact _____
 Helping them feel _____ and be _____.