

BRAND Models

Think of 3-5 Brands (or people) that you LOVE and that you consistently follow!

- 1.
- 2.
- 3.
- 4.
- 5.

For each brand/person, ask yourself.

1. What are all the reason why I like this person/brand
2. What is attracting me to this person/brand
3. What traits an characteristic do they or their brand have?
4. What do they do that I can recreate and make my own?

GOING DEEPER!

What kind of content do I like to consume the most?
Why?

What am I trying/hoping to feel when I go to consume content?

What is my favourite kind of content to see?

How can I recreate this?