

Christa Meola's
ONLINE BOUDOIR WORKSHOP

BRAND MODELING TO REFINE MY BRAND

1. Choose 2 or 3 brands you absolutely love and admire.

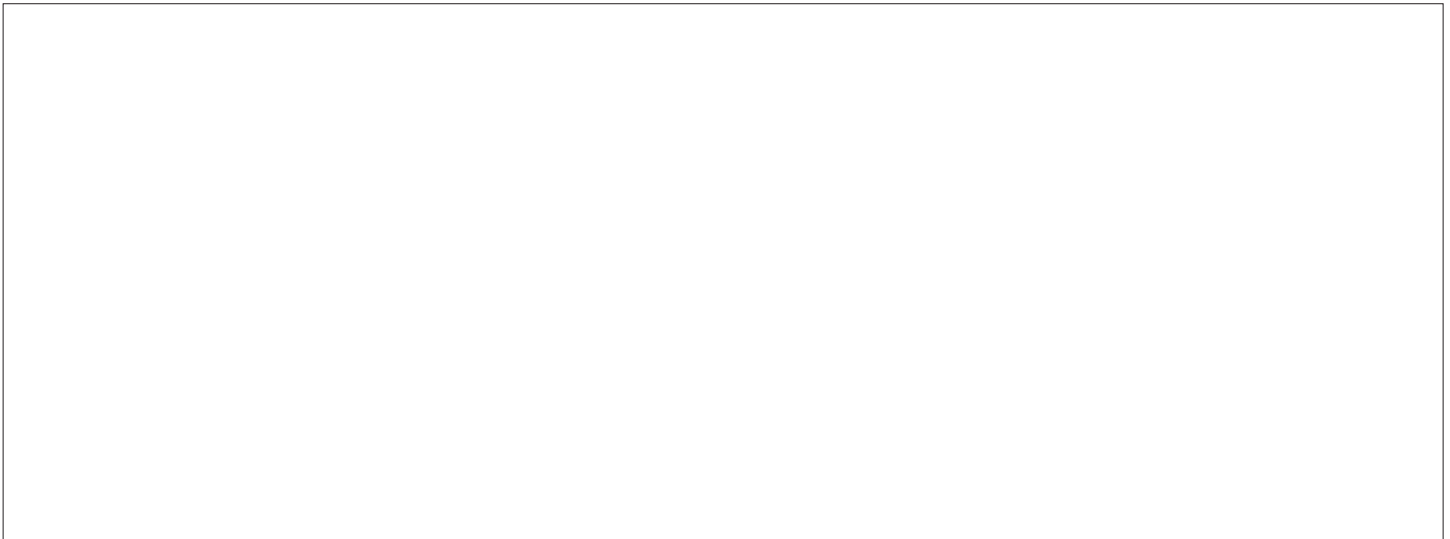
2. Look for the commonalities in those brands. What emotions and feelings come to mind? What exactly do you admire about them?

3. What do you love/admire about their design, marketing, service, products, process, look and feel, etc that you can bring to your own brand?

4. Look at their website and logo – are there any design elements that appeal to you?



**5. What kind of positioning do they have in the marketplace?
How do they price their products/services?**



6. Lastly, what qualities or characteristics that describe YOU can you also bring into the mix to define your brand?

