

I—ORIGIN—WHERE DO I COME FROM?

My academic and professional background and relevant experience.

II—COMPETENCE—WHAT DO I DO?

My job description, specialties and relevant skills.

III—TARGET—WHOSE NEEDS DO I ANSWER?

My main market and audience. The people and organizations I want to impress: clients, colleagues, people who might recommend my services to a potential client. Who are these people? What are they looking for?

IV—COMPETITION—WHO AM I UP AGAINST?

Other companies and individuals specializing in similar work and targeting the same audience.

V—ADVANTAGE—HOW AM I BETTER?

The unique features that set me apart in my category. The “edge” I have over my competition.

VI—CHARACTER—HOW DO I EXPRESS MYSELF?

Personality, communication style, attitude. Choice of language and imagery. Core archetypes. What messages am I sending through the name and/or logo I’m using?

VII—VALUES—WHAT DO WE CHAMPION?

The ideas that define and motivate me.

VIII—HEADLINES—WHAT DO I SAY?

Exploratory versions of my philosophy, mission, or DNA in brand claim format.

IX—ELEVATOR PITCH—WHAT IS MY ANSWER TO “WHAT DO YOU DO”?

A compelling statement that communicates who might benefit from finding me and why I deserve the job over my competition. (A good elevator pitch should work when spoken out loud and not exceed a minute’s worth of conversation. Explore relevant add-ons for deployment in specific situations.)