

Branding: Start with these 4 Questions

Key questions to ask:	What are your core competencies?	Who are your target audience?	What problems are you solving?	What emotions does your brand bring up in your target audience?
Key things to consider as you answer the questions:	<ul style="list-style-type: none">• What are your key achievements so far that can create credibility and trust? Testimonials? Certifications? Awards? Case studies?• What do you do better than your competitors? Quality? Speed? Flexibility? Price? Patent?	<ul style="list-style-type: none">• Some of the points of consideration for B2B organizations: Geographic locations, industries, job functions (departments and seniority), size of companies, revenue, etc.• Some of the points of consideration for B2C organizations: Age, family status, education background, income level, location, previous purchase history and habits, etc.	<ul style="list-style-type: none">• What tangible benefits do you bring to your customers? Achieving efficiency – cost and/or time? Signaling social status? Having peace of mind?	<ul style="list-style-type: none">• What do you want people to feel when they encounter your brand, imagine working with you, using your product, etc.? Confident? Happy? Relaxed? Proud? Healthy?
Write down your answers:				
Your Brand Purpose Statement:				

The 6PM (6-Pillar Marketing) Framework

By Mihae Ahn, MBA | <https://mihaeahn.com> | Connect with Mihae on [LinkedIn](#)