Title:

Subtitle:

Prepared for:	
Prepared by:	
Date:	**Vers:**

The Promise

Give a short description of the quality and type of experience people can expect from your business. Remember, this includes everyone who interacts with your organization.

Quality	Experience
Define the quality people can expect when purchasing your products or services	Define the type of experience employees, customers, and the community can expect when they interact with your business

How will you apply your brand?		How will you measure brand success?
Customers	Employees	Explain how will you measure successful application of your brand?
Partners	Community	

Keywords Provide 4 - 6 keywords that describe your brand

© The Business Guild 2021