

## Workshop 5: “Brand, self & survey”

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What are the values of my brand?

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What sort of image do I want my brand to communicate?

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What is my value proposition?

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Who do I want to love my brand?

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## Homework exercise: design a survey

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1. Provide three objectives for your survey (what do you want to learn)
2. Create at least 3 questions per objective
3. Gather the email addresses of 20 people who you think fit into your customer segment/s