

DESIRED SHARING PROPOSITION ROADMAP

CREATING DESIRE

SHARING DESIRE

Gather basic demographics like gender, age, income and location

What are your core values?

What are your design influences?

What sets you apart from the rest of your niche?

What can you do to encourage word-of-mouth exposure?

PR with magazines, local tv, and other press.

What do their personal lives look like? (ex. hobbies, interests, shopping, values)

Develop your brand's authentic voice.

Do you have a "Signature Style"?

How do you compare to competitors in quality?

How are you using social media to engage and encourage sharing?

Outreach to blogs or other thought leaders in your niche.

Understanding Your DREAM Clients

Building Your Brand

Design Points of Distinction

Brand Positioning

Connecting With Your Fans

Amping Up Exposure

What are their grandest goals and deepest fears?

Write your brand story.

What materials do you use and why?

Does your pricing communicate value?

How are you approaching sales from a place of service?

Brainstorm potential affiliate deals.

How can you best reach them?

Develop your brand assets.

Are you using unique processes or techniques?

Are there other strategies you might use to create desire? (ex. emotional connections, scarcity, philanthropy)

Gather testimonials and use them to create desire and build credibility.

Do you have awards & other accolades to leverage?



DESIRE JOURNEY



How will you become part of their story?