



# Branding and Marketing FOUNDATION TREE

REACH

## CONSISTENT OUTREACH

Marketing Plan  
Personal connections  
Professional  
Consistent  
Grounded in story/mission  
Courageous (enough)  
Visible

RISE

## COMPELLING OFFER

Audience  
What do they need? in their language  
Solution/s you offer  
Transformation  
Pulls nourishment up from soil & roots (your story)  
A channel

ROOT

## CLEAR MESSAGE

Your "Big Why"  
Story roots  
Mission  
Calling  
Voice  
Living heart of your biz  
Grounded  
Planted  
Committed



# Branding and Marketing FOUNDATION WORKSHEET

**REACH**

MY CONSISTENT OUTREACH

**RISE**

MY COMPELLING OFFER

**ROOT**

MY CLEAR MESSAGE