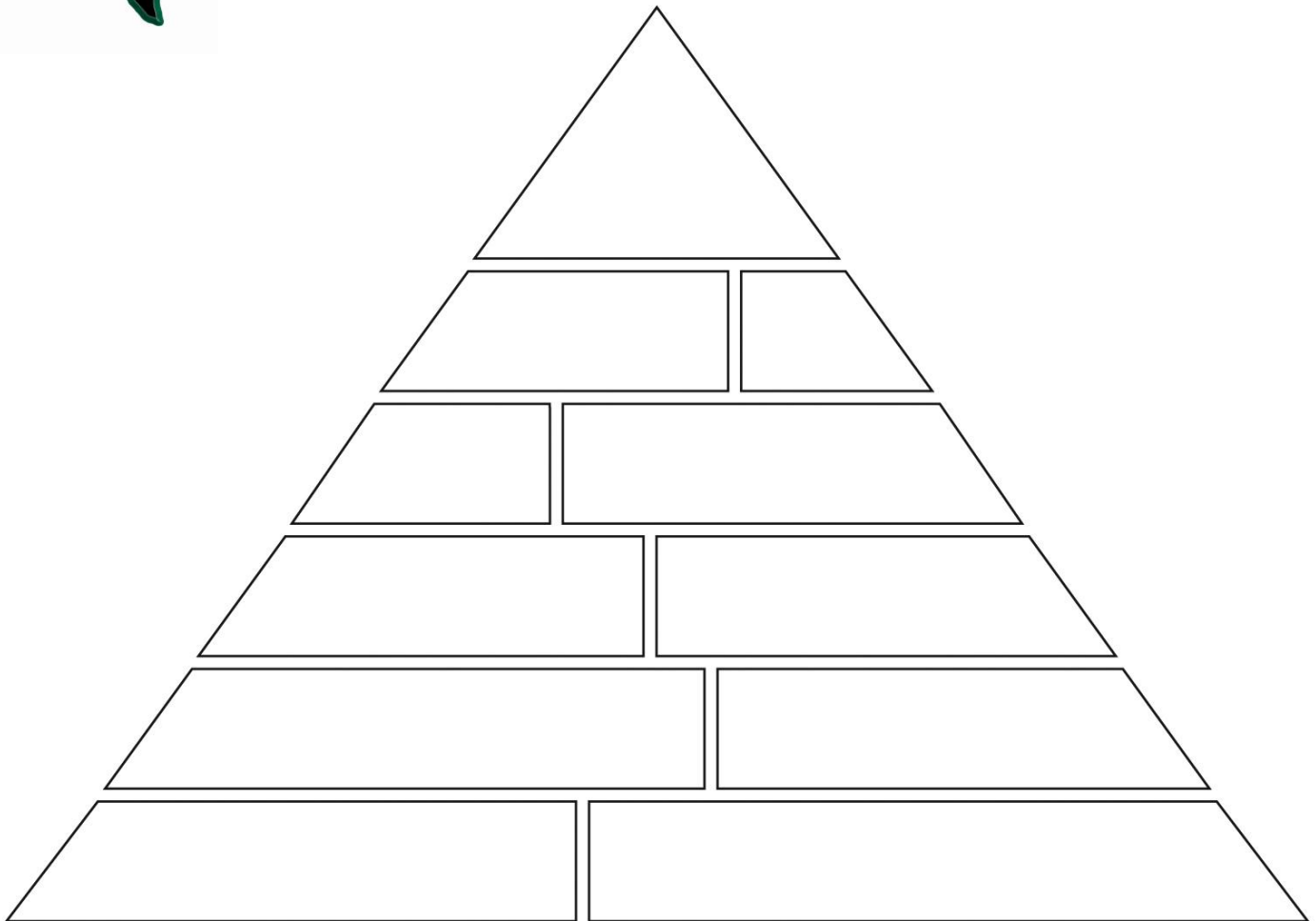
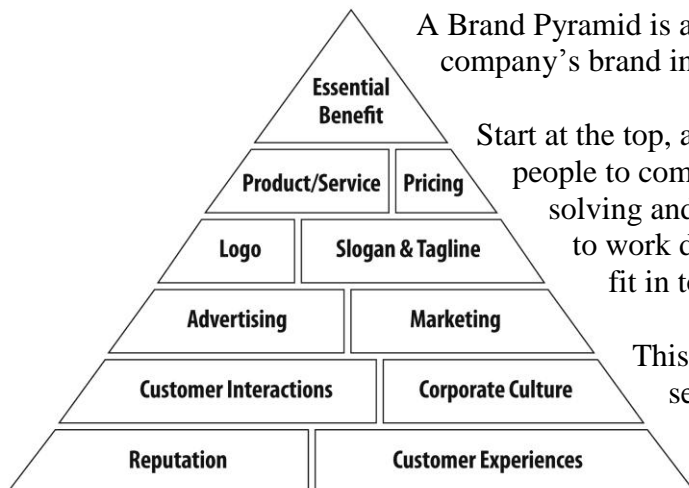




# BRAND PYRAMID



A Brand Pyramid is a way to create—and graphically depict—your company’s brand in the marketplace: who you are and what you stand for.



Start at the top, and write in the Essential Benefit that you want people to come away with. This includes the problem you’re solving and the emotion you want to evoke. From there, start to work down and write in everything you can think of to fit in to each section.

This is not a linear process; don’t restrict yourself to one segment before working on the next. But start from a blank slate and keep digging until you’re confident you’ve create the business you want to lead.

