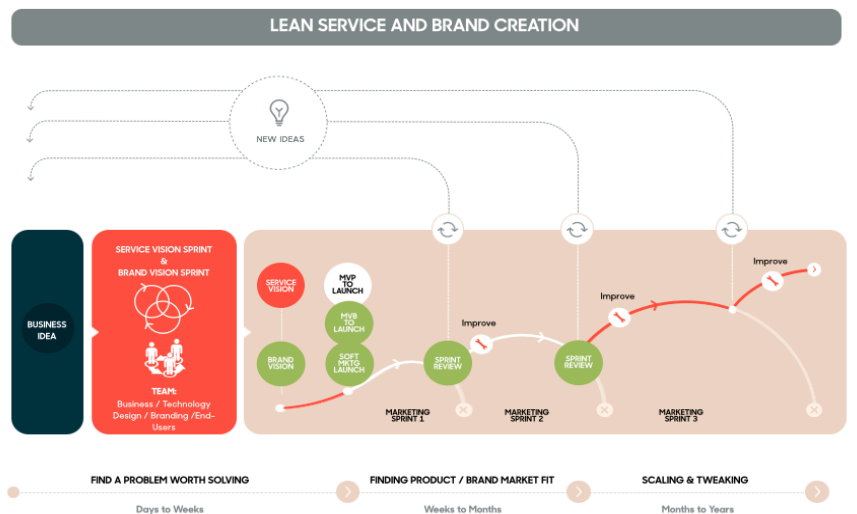


# LEAN BRANDING AND MARKETING



## BUILD

### Brand Story:

- **Positioning**
- **Promise**
- **Personality**
- **Identity**
- **Brand Strategy**

Who am I for? What is my business? Who are my competitors  
 What problem do I solve? What makes me unique?  
 Who am I? How do I behave and communicate?  
 How do I look? What's my name?  
 How will I establish my reason-to-be? How will I win friends?

## MEASURE

- **Traction**
- **Resonance**
- **Acquisition**
- **Conversion**
- **Retention**

Number of users. Revenue. Traffic. Transactions..  
 What is users impression and perception of me.  
 How much I create attention and interest among users.  
 How many of interested users are converted to clients.  
 How well do I keep my clients. How loyal are they.

## LEARN

- **Re-position**
- **Re-design**
- **Re-name**
- **Re-target**
- **Pivot**

I change my competitive or image positioning.  
 I change the way I look, behave and speak.  
 I change my name.  
 I change my target audience.  
 I stop and make a total turnaround. In everything.