

# BRANDING ON PURPOSE WORK SESSION

Techstars Startup Week Dayton

June 11-15, 2018

**PURPOSE**  
**BRANDING**

# ABOUT THIS SESSION



Thank you for registering for my  
“Building a Business on Purpose” Session  
at Startup Week Dayton.

I’m trying something different for this session.

Instead of a lecture about a topic, I would like to help as many businesses as I can by answering specific questions concerning their branding needs.

With that in mind, I created this worksheet to help facilitate this mission.

If you would like help with your idea or business, fill this out and be prepared to share your questions, issues with the group so all can learn.

If you want to make sure you get your questions answered, fill out, scan and [email](#) it to me before Sunday, June 10th.

I look forward to seeing you there.

# TELL ME ABOUT YOURSELF

Your name

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Your Email

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Company Name

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Age of Business

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What did you hope to learn at this session?

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Why did you start your business?

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# TELL ME ABOUT YOUR BUSINESS

What is the nature of your product, service, or business?

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Why does the world need what your business provides?

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What is your number one business problem?

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# BRAND WORKSHOPS

Bring the power of branding with purpose to your small business.

Additional branding resources to help you clarify your purpose, your message your business direction.

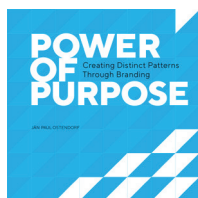


## On-Site Workshops

Personally guided day-long workshop at your location resulting in a brand and purpose distillation document.

[Visit Website](#)

## DIY Branding Workshop Materials



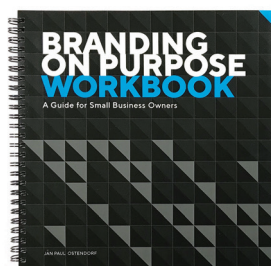
### Power of Purpose

Why you should build a business on purpose.

Paperback & Kindle Versions

80 Pages

[Go to Amazon](#)



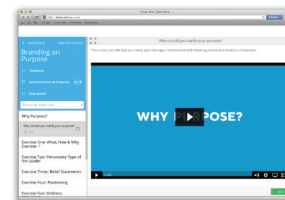
### DIY Branding Workbook

Brand Consultant in a Book

190 Pages with Eight Core Branding Exercises

Nine Chapters on How to Build a Brand on Purpose.

[Go to Amazon](#)



### DIY Online Workshop

8 Core Branding Exercises

Instructional Videos for Each Exercise

[Learn More](#)