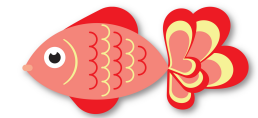


# THE BRAND VALUE CANVAS



SMALL FISH

<p><b>Core Value</b> The primary value(s) that your brand stood for?</p>	<p><b>Purpose</b> WHO are you? and WHY do people care?</p>	<p><b>Experience</b> How do you made your customer feel?</p>	<p><b>Brand Story</b> Create a story that you can tell over and over again.</p>
<p><b>Internal</b> What do your brand means to your employees?</p>	<p><b>Brand Logo</b></p> <p><b>Strategies (New Leads)</b> Branding &amp; Marketing Strategies that help to generate new leads</p>	<p><b>Strategies (Existing Customers)</b> Branding &amp; Marketing Strategies that help to generate repeat sales</p>	<p><b>Problem Solved</b> What are the problems you help your customer solved?</p>