Brand starter

A short deck I send before a project, so we are talking about the same thing on the call.

Inside:

- One page on who the work is for
- The words you already use, and the ones to drop
- Three directions, not thirty
- A packing slip, a favicon, a subject line

It is not a brand book. It is the week before a brand book, when you can still change your mind.

How to read it

Start at direction two. People always pick the middle when they are nervous, so I put the honest one there.

Circle what feels like you. Cross out what feels like a competitor you do not like. Bring that to the call. We will not present slides at each other.

Two client slots a month. The call is how we see if this is one of them.

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