Why do anything about your brand story?

**Strategic:**
- For clarity and commitment, get everyone pointed in the same direction and simplify creative decision making
- To create conversation around your vision/mission and why it matters
- In order to shape public perception of your organization
- Your story helps define the parameters of your brand
- A clear and compelling brand story serves as a beacon so your target audience can find you

**Financial:**
- A compelling brand story serves a roadmap for success
- A compelling brand story lowers the cost of doing business
- It adds perceived value to your offerings

Why do anything about your story now?

**Strategic:**
- The organization with the best brand story wins
- Your competition is clarifying their message
- Because market dynamics dictate it
- You’re in danger of becoming irrelevant

**Financial:**
- You want market penetration
- You don’t want unhappy stakeholders or customer/audience/membership fallout
- Win more business (or funding), forge stronger relationships, and weather storms

Why Peter Davis?

**Strategic:**
- I offer insight, perspective and a discovery process that repositions strengths and opens new doors
- I don’t carry buckets of water (tactics) for clients…I’ll help you divine the deep spring water of your organizational story
- From this well springs forth an endless flow of ideas, talent and energy leading to profitable new opportunities and offerings
  - From the well you draw all of your initiatives, strategies and campaigns

www.peterdavisbranding.com
Attract Your Natural Audience