Zag Workbook

STEP 01

Define a CONCRETE vision. Or combine your mission and vision in one statement.

STEP 02

Identify your zip, or your raw passion. What gives your brand its street cred. Write an obit.

STEP 03

State what you do in 12 words or less. Focus on that ONE thing at the heart of everything.

STEP 04

Identify the wave you’re riding and the “prime movers” riding it with you. Then name you ONLY. Our brand is the ONLY ______ that __________________________

STEP 05

Refine your brand’s focus by aligning all your brand activities behind a clear ZAG. Eliminate any rogue offerings that fall out of line with that zag.
01. ZIP OBIT.

How do you want to be remembered? Identify the raw energy behind your zag—write your brand's obituary.

02. 12 WORDS OR LESS

State what you do in 12 words or less!

03. VISION

What is the concrete vision you have of your brand's impact in the future?

04. YOUR ONLY

Our brand is the ONLY that

(for who, where, why and when)

05. REFINE & ALIGN