



# Master the Art of SM

Course Assignment# 3

## Branding

Instructor: Tehreem Ranjha



## How to Find Your Why?

### 1. Why did you Start your Brand?

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### 2 - What do you believe in?

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### 3. Who do you do it for?

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**4. What is the benefit?**

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**How to Figure out your Target Audience?**

**1. How is that challenge making them feel?**

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**2. What inspirational people/celebrities do they follow and why?**

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**3. Which social networks do they use, for what purpose & how often?**

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**4. If they could have a magic wand and end all of their frustrations, what would their life look like?**

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**5. What factors will they consider before making a purchase?**

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