

Great Lakes Expo - Digital Dispersal of Your Brand - By Courtenay DeHoff

1. What is your why? What are the deep-seated set of beliefs, values and passions that drive you to do what you do?
2. Who do you serve? Think about your agritourism business. Who is your ideal customer? Give as many details as possible. (i.e. age, occupation, wants, needs, interests)
3. What is the idea you are selling or promoting through your personal brand and business?
4. Visit your three answers above and identify your through line. What is the overall message you want to leave with the world? What is your through line?