

Guide to logo creation

- *Appeal to both to left-brained people (more interested in facts) and right-brained clients (more interested in aesthetics) in promotional materials.*
- *Using word lists to brainstorm ideas:*

<u>Left Brain Words</u> (facts in nouns or adjectives)	<u>Right Brain</u> (descriptive/visual words to represent column one)	<u>Describe how combination of columns can be used in promotional materials (WH question answers)</u>

WH questions that brand your business

1. What am I offering?
2. What problem does my idea solve?
3. Why is it worth using?
4. Who is my target audience?
5. Who am I (credentials)?
6. Who are my competitors?
7. What resistance will people have?
8. What is the purpose?
9. When, where, and how do I want people to take action?
10. What are my core words to describe my business/brand?