

Exercise #1 (example)

Personal Brand Exercise



Fill in the following:

- **Brand Description:**

- Goddess of her own empire (magazine, syndicated column, and TV show), Martha reigns supreme over every avenue of domesticity: home crafts, home décor, and home entertaining. Her presence is secure for the rest of her baking years and beyond. Martha does everything right, she does it meticulously, and she's strict — she doesn't fool around and she expects us to do as she does. You either love her or hate her.

- **Packaging:**

- Down-to-earth looks, lots of slacks, gardening clogs, button-up blouses, barn jackets, minimal make up, simple short hairstyle. A very casual, low-maintenance look balances a very contrived product.

- **Tagline:**

- "It's a good thing!"

- **Positioning Statement:**

- The last word in American of home crafts, décor and entertaining.