## SOLO EXERCISE

# Your Brand: What Do You Want Customers To Know, Think, and Feel?

**Instructions:**
Imagine you are your client (or else think about a food or farm business that you're familiar with).

Fill in the blanks based on how you'd want customers to perceive your business.

| Prompt | Example Answer | Your Client's Business |
|---|---|---|
| What do you want customers to **know**? | We're a women-owned vegetable farm | |
| What do you want them to **think**? | Our food is safe, delicious, and nutritious | |
| What do you want them to **feel**? | I'm a good person who is taking care of my family and community by purchasing food from this local farm. | |

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