

6 TIPS FOR WORKING WITH THE BRANDSCRIPT

1) Set goals

Setting goals will help you work with the BrandScript more efficiently and effectively.

2) Get in the right mindset

Plan beforehand how you might reason through and answer each module.

3) Begin thinking early-on

When beginning a project/campaign, it's wise to think of the BrandScript at the outset.

4) Prepare beforehand

Write out each section of the BrandScript in a Doc so you can collaborate, edit, and share seamlessly.

5) Focus during

Think from the perspective of your ideal customer and craft a story for them.

6) Edit afterwards

Refine and expand on your first BrandScript iteration.