

# BRANDING WITH WORDS

What does your brand say about you? With copywriter Razwana Wahid

In the columns below, describe in detail the target audience you are trying to address through your content, the specific experience you are trying to create through your content, and finally the emotional response you are aiming to get from your audience, how do you want them to feel when they engage with your content?

AUDIENCE	EXPERIENCE	EMOTIONS

REFINE + SUMMARIZE

In the next set of columns, refine and summarize each of the above column's sentences into single descriptive words. Words you can refer to, to ensure that every time you write/edit something, the essence of those words is present.

AUDIENCE	EXPERIENCE	EMOTIONS