

# Brand POV

Use the below questions to brainstorm the key beliefs your brand adheres to. Then draft your brand's point-of-view on your industry.

What are some reasons you're in this business and how do you think that provides a better product for customers?

List some actions you do consistently. Why do you choose to do them?

Are there certain standards that you uphold? Why?

Do you have a vision of how you think things should be in your industry?

---

## **Our Brand Point-of-View**