

SHOULD YOU BE WORKING ON THIS PROJECT, PRODUCT, OR SERVICE?

Each project you agree to work on, or product/service you plan to offer, should serve your audience *and* your brand. Everything you work on is an opportunity for you to stand out from your competition. Make sure you can identify the benefits.

What's the proposed or current project, product, service, or idea?

Why is YOUR brand the **best** brand to be offering this?

What is this going to do for your brand in the short run *and* in the long run?