

Brand Spanking You - Brainstorming

Work quickly to fill in the squares below with words, ideas or images that come to mind about you and your work. When the four corners are developed, look at the whole picture you've created and distill it down to a single phrase in the circle.

Don't worry - this won't be easy and it doesn't need to be perfect. Bonus! There's no right answer, so you can't make a mistake.

Art is hard. Be brave!

Strengths

Influences

Mission

Audience

The diagram consists of a central circle connected to four squares. The top-left square is labeled 'Strengths', the top-right square is labeled 'Influences', the bottom-left square is labeled 'Mission', and the bottom-right square is labeled 'Audience'. The central circle is currently empty, intended for a single phrase that distills the information from the four squares.

