

# Contemplating your brand's potential?

Five questions to help you start thinking honestly and ambitiously about your brand:

1

What's the conversation about your brand, when you're not in the room? Among your employees? Your best customers? Your competitors?

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2

What does your company care about enough to obsess over?

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3

Specific to your market, what is your greatest contribution?

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4

What energizes you most about what you are creating with your business?

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If your brand ceased to exist tomorrow, who would be the most upset?

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**It's time to realize your potential. We're here to help. Give us a call—and we can explore what that could look like for your brand.**