

# HOME-RUN BLUEPRINT

**On Deck**

## START With WHY

WHY are you doing this?

Purpose, Cause?

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## WHO - Identify

WHO is your audience?

Customer, Organization?

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Project Name: \_\_\_\_\_



## WHY - Qualify

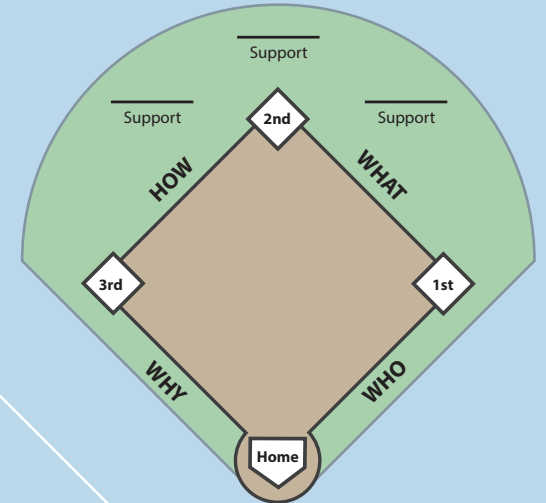
WHY does it matter?

Result, Success, Promise?

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## WHAT - Clarify

WHAT do they want or solving what problem?

Problem, Conflict, Opportunity?



## HOW - Specify

HOW will you do it?  
What is the plan?

Plan, Process, Steps?



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brand design