



The right to be considered legendary is something most brands work long and hard to get. These brands never rest on their laurels and don't assume they have right to be there in your heart forever.

They enhance the experience of living and assume a vital role. They want to be essential to the fabric of their customers' lives and strive to deeply understand the role in their customers' lifedetermined to give each of them a great experience at every touchpoint, consistently.



## LEGENDARY BRANDS DIDN'T START OUT THAT WAY

- 1. Do you plant seeds of community at every touch point? Audiences will always remember the time they \_\_\_\_\_\_ (insert brand experience here).
- 2. Do you focus on impact? You do well while doing good.
- 3. Do you nurture connection and belonging at scale? Audiences build connections through your brand.
- 4. Are you a brand people love and trust? Audiences consistently sing your praises of your product/service to their family, friends, and colleagues.

## BECOME A LEGENDMAKER