

BUILD YOUR BRAND STRATEGY

A SIX-POINT WORKSHOP



“Brand is what people say about you
when you are not in the room.”

—Jeff Bezos

ABOUT THIS WORKSHOP

This workshop is designed specifically for small and medium businesses that have never articulated a brand strategy before, and are ready to unlock additional growth.

Your team will learn how they can influence the conversation your customers and prospective customers are having about your company in ways that will focus your marketing activity, drive revenue, and build long-term value in your business.

The Takeaways

- Identify brand weaknesses and growth potential with our signature Solve for Y assessment
- Select the positioning strategy that aligns with your opportunities for growth
- Develop a road map to connect your brand with your target customers

WORKSHOP COST: \$3,000

Two 4-hours sessions for up to ten participants from your company's leadership team, marketing and sales departments, and other customer-facing positions.

ABOUT SIX-POINT

Six-Point is a brand strategy agency that educates and empowers second-stage companies to make transformational branding decisions.

Through empathy and expertise, Six-Point guides management teams on how to tackle complex business challenges that they previously couldn't tackle on their own.