

MINIMUM VIABLE BRAND

Your product works. Now make them care.

1. DEFENSIBLE BELIEF

A belief someone can disagree with.

*Test: Could your competitor put the same sentence on their website?
Then it's not a belief. It's a default.*

2. OWNABLE NAME

Not a feature. Not a default.

*Test: Does your name only describe what you do, or could a
model suggest it to anyone? Then it belongs to no one.*

3. DISTINCTIVE TONE OF VOICE

Character shows in what you say no to.

*Exercise: Write a list of words your brand will never use.
Then rewrite your error message.*

4. SIGNATURE MOMENT

The next growth lever isn't digital. Only what touches people
emotionally can convince them rationally.

*Exercise: Name one moment people will experience with you
that no model can generate. A sound, a ritual, a place, a person.*

5. NEVER SHIP THE FIRST AI OUTPUT.

The first output is the average.

Rule of thumb: If you haven't changed it, it isn't yours yet.

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UN-M/STAKABLE