## MODULE 2: CORE BELIEFS

## DEAR SKEPTIC EXERCISE

At the end of the day, a solid product and identity will only get you so far. It's your messaging - the things you say to your audience and the things you do on a daily basis - that sets your brand apart.

This exercise is a writing prompt addressed to your biggest skeptic. Whether you can picture this person vividly in your mind, or they're the culmination of every doubt that could keep a potential customer from becoming a lifetime fan, your goal is to write from the heart. Take a moment to catalog the various apprehensions someone may have before investing in your product or service, and focus on shifting their mindset rather than stirring a debate.

It's your job as an industry leader to be vocal about your beliefs and how you're proving it day in and day out. Remember: you can't be the perfect fit for everyone. What you can do, however, is draw your line in the sand with transparency, authenticity, and integrity. After finishing this letter, we'll show you how to craft three belief statements that will build brand legitimacy both online and off.

DEAR SKEPTIC,		
	DEAR SKEPTIC,	

## DEAR SKEPTIC EXERCISE CONT'D