

Master Your "I" Factor Guide

What is your brand crush?

Why do you have a crush on that brand?

What do brands need to do for their customers fall in love (and have a crush on them)?

What brands do a good job of having their customers fall in love?



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Who owns your brand?

What do you want to stay away from doing with your brand?

How does your audience perceive your brand? Or how do you want your audience to perceive your brand?



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3 STEPS TO CRUSHING IT WITH YOUR BRAND:

The first step of crushing it with your brand is:

What does this mean?

How do you find it?

Why is this important?

What is it for your brand?

What does your ideal clients really want?



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3 STEPS TO CRUSHING IT WITH YOUR BRAND:

The second step of crushing it with your brand is:

What does this mean?

How do you find it?

Why is this important?

What is it for your brand?



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3 STEPS TO CRUSHING IT WITH YOUR BRAND:

The third step of crushing it with your brand is:

What does this mean?

How do you find it?

Why is this important?

What is it for your brand?



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"Your brand is not _____

It's what _____"



Minling Chuang is a Brand Soul Activator & Mentor for Impact Driven Entrepreneurs. She is the Founder of Brand Fame. Minling and her team are on a mission to energize the pure potential within each person they touch, one brand at a time.

With over 10 years of experience in branding and marketing, working on top brands such as Nestle Toll House, Lean Cuisine, Toyota, Sumitomo, and UBM, Minling's brilliance is helping her clients – from entrepreneurs to small businesses – strategically evolve their brands in the market and position them so they become an eye-popping 'It' brand that turn heads.

While at Nestle, Minling even launched a \$54 Million product for Lean Cuisine that won Product of the Year.

She is passionate about bringing together her 10+ years of branding and marketing experience and personal development knowledge together to help her clients find the essence of who they truly are, speak their truth, and become the fullest embodiment their brand.

Minling holds an MBA from Indiana University and a BA from the University of Southern California. She has also been featured on Forbes, Mindvalley, The Huffington Post, Thrive Global, BuzzFeed, numerous podcasts, and spoken at various conferences.

