

The Brand Promise Framework

Problem: What pain point do you solve?

Promise: What outcome do you guarantee?

Proof: How will you deliver consistently?

Personality: How will you stand out?

A Working Brand Checklist

☐ I can describe my difference in one sentence

☐ My product name reflects my core value

☐ My visual design reinforces my positioning

☐ My landing page communicates my promise in 5 seconds

☐ My support experience reflects my values

Resources

[“Don’t Call it That” by Eli Altman \(Naming\)](#)

["Obviously Awesome" by April Dunford \(positioning\)](#)

[“This is Marketing” by Seth Godin \(self explanatory\)](#)

[DevRev brand guide \(execution excellence\)](#)

Ready to take these sparks of insight and give them shape? Book a Studio Session —translate what you’ve uncovered into a brand that feels as clear and confident as you deserve.

Book a Studio Session

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