

Homework — Day 7

Products get bought. Brands get loved.

Theme: Brand & Content • Time: 75 min

YOUR MISSIONS

01 **Content week 1**

Schedule 7 pieces of content across 2 platforms. Actually schedule, don't just draft.

02 **Brand bible**

One-page document. Beliefs, enemies, voice, look, ritual. Save as PDF.

03 **Founder post**

Write one post as the founder, not the brand. Vulnerable. Specific. Post it.

REFLECTION — WRITE, DON'T THINK

☐ What did you commit to being — and what did you commit to NOT being?

☐ Which of your 7 posts are you most nervous to publish? Post that one first.
