



WORKING *with* DOG™

MARKETING GENIUS FOR PETPRENEURS™

## MARKETING TOY BOX

1. IMAGERY

60,000x faster to understand than text  
Go Big. Include *yummy detail images*.

2. COLOR

MY BRAND colors



3. GRAPHICS

ADD ICONS. Our graphic style is:

---

4. SPACE

More. Empty. Space.

5. WORDS

What can I bullet or list? What can I cut?

PRIMARY FONT: 

---

6. AUDIO / VIDEO

One song that describes our brand is:

---

7. TOUCH / TEXTURE

Our BRAND TEXTURES INCLUDE:

---

8. SMELL / TASTE

What yummy thing do I give my clients?

---

9. SOCIAL PROOF



10. XFACTOR

Surprise & Delight - Eat, Sleep & Breath:

---