



STAND OUT  
FROM  
THE CROWD

# STAND OUT FROM THE CROWD

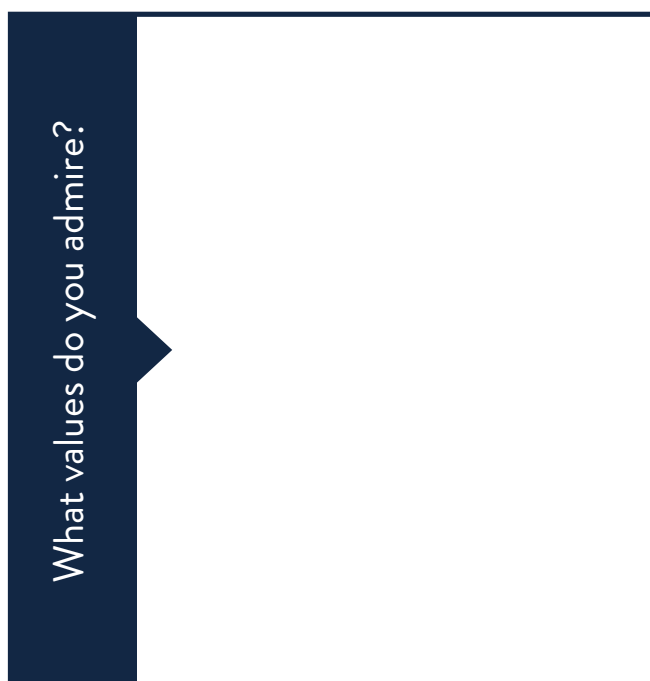
Are there brands that you just love, and just can't get enough of? Brands and companies that make you feel fuzzy inside or that you can really relate to, and with whom you share similar values and that you admire?



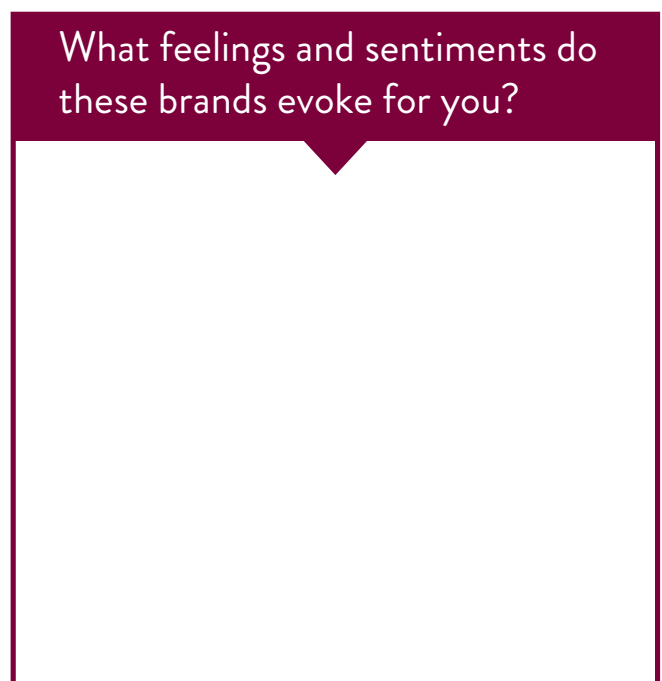
What do you like about these brands?



What adjectives best describe these businesses?



What values do you admire?



What feelings and sentiments do these brands evoke for you?

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Whether you already are a virtual assistant or whether you are aspiring to be one, think about the feelings and the sentiments you would like to evoke in your customers.



What emotions & feelings transpire in your communications?



What adjectives best describe your business?



What values do you stand for?



What key words describe you best?