The Brand Trojan *Horse*

A second, smaller product that gives her real value and stays in her life long after the sale. The best are free, cheap, or low cost next to your main product. It isn't merch.

1. Where is she when she isn't using your product?

At home

At work

On the move

Online

With friends

2. One idea of each kind. Your ideas, not a machine's.

Use

Something she uses in her day.

Show

Something she shows or shares, so others see it.

Follow

Something she reads, listens to or joins.

Collect

Something she wants more of.

The test. *It isn't merch.*

	Idea 1	Idea 2	Idea 3	Idea 4
1. Does it give her real value? Would she want it with the logo taken off?	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
2. Could only your brand have made it?	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
3. Is it free, cheap, or low cost next to your main product?	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
4. Will it still be in her life long after the sale?	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No

Four yeses is a Brand Trojan Horse. Anything less is merch. Keep only what passes.

The one you'll make

A Trojan Horse carries your brand into someone's life. If the brand isn't clear yet, all it carries is a logo. Two minutes will show you what to fix first: eight questions and a score out of 10.

start.blinktwice.studio/score