



firecircle

Tourism Entrepreneur Accelerator

Ignite Your Tourism Genius





So. You want to have
your **own business.**

How will you **stand out**?

What is it about your business
that will **connect** – *deeply, lastingly,*
memorably – with your **target**
market?

Let's talk about
your **brand story**.

Your brand story is the **guiding star**
for everything you do in your
tourism business:

- Market Connection
- Operations
- Physical Design
- Financial Success

Elements of **Brand Story**.



Your
ONLY-NESS

What makes your business **unique** –
the “ONLY” one like it?

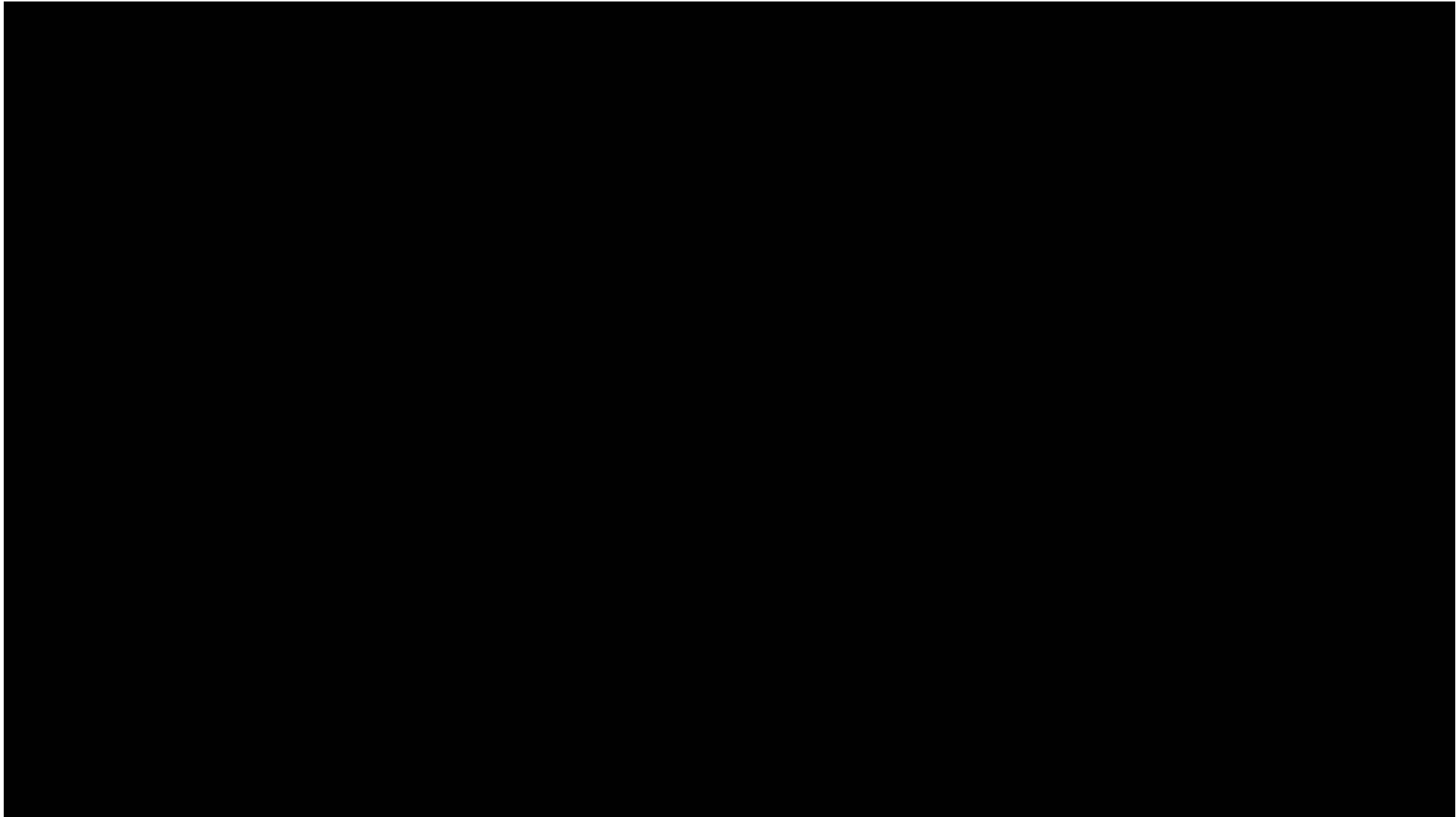
Let's take a look at how two businesses are clearly defining their unique qualities:

1. Huron Traditional Site - Onhoüa Chetek8e, Ontario
2. Flying Apron Inn & Cookery, Nova Scotia





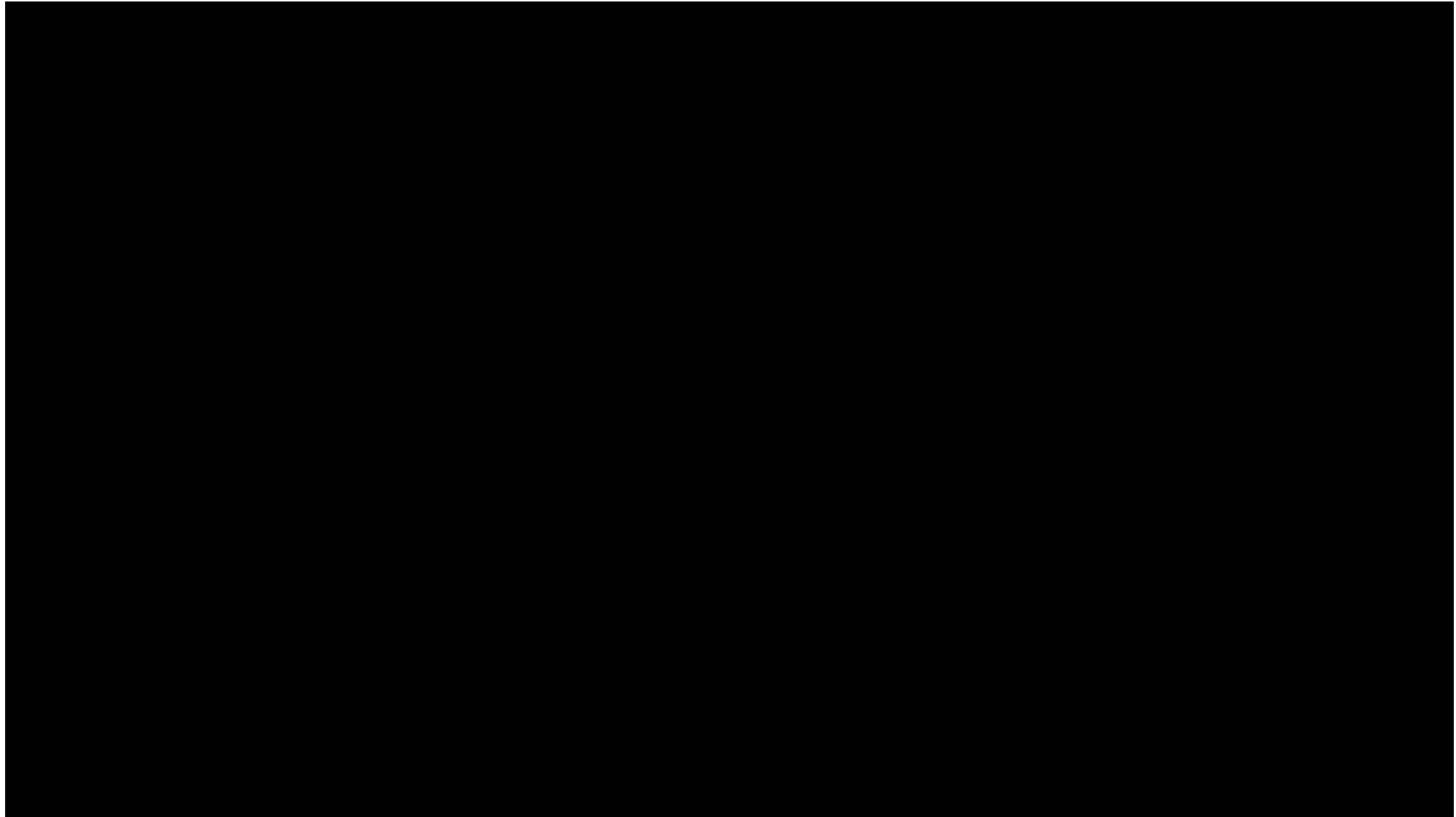




Let's do this:

Let's build this key piece of
your brand story.

Let's build your
ONLY-ness.



Let's hear about your
ONLY-ness.

A close-up photograph of a woman with dark hair tied back, wearing a blue sleeveless top and hoop earrings. She is holding a bow and arrow, looking intently at the camera. The background is a soft-focus outdoor scene with a blue sky and water. The text is overlaid on the lower part of the image.

It is only when you **take aim**
that you can hit your target.



Ignite your potential.

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The Firecircle

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