

Brand Personality/Voice:

The Brand personality and voice of earthempower.com consists of the following core factors:

- **Innovation:** Innovation can happen anywhere, anytime, anyone can do it.
- **Positivity:** Believe in yourself.
- **Healthy lifestyle:** Live healthy, live longer.
- **Help:** Helping local farmers to innovate with improved technology and make a better food available to everyone.
- **Balanced Diet:** Perfect nutritional balance of super food proteins, herbs and grains with the help of advanced research.
- **Market to empower Farmers:** A better global market to the farmers where they can get a very fair price that allows rural communities to sustain their healthy traditions.
- **Human Rights:** Women should be allowed to make their own decisions, by their own choice.
- **Empowering Women:** Empowering women benefits everyone in community.
- **Educating Women:** Education is a human right and an essential tool for achieving the goal of equality, development and pace.
- **Women Respect:** Respect and dignity towards Women Empowerment.

Social Media Posts:

1. We at #EarthEmpower provide farmers with a global market where they can sale products at very fair price and help women's in their education.
2. Education is everything, education is power, education teaches you a way for whatever you want to achieve in your life.
If you educate a man, you educate an individual, but if you educate a woman you educate a society.
3. Once you forget negative action/thoughts and try to be more positive you will get positive results at the end.
Your positive actions with positive thinking leads you to success.