

An accompanying worksheet designed to work with the content provided in Differentiate to Dominate.

POSITION YOURSELF FOR SUCCESS

Create your Positioning Statement

A best in class positioning statement has four key elements:

(a) Your Target Market

- Large enough to justify why you're in business.
- Focused enough that you can specifically address customer pains.
- Meaningful to the customer – the more strongly customers feel about being part of this group, the better. The group of customers that most closely represents the brand's most fervent users.

Work on ways to describe Your Target Market

(b) Your frame of reference (the market you play in)

- The category in which the brand competes
- Take into account that when your company is positioned as a member of a certain frame of reference, you automatically accrue its benefits as well as its baggage.
- Should be easily understood by your target market without explanation

Describe your frame of reference

(c) Your point of difference (emotional or functional benefits)

- The most compelling and motivating benefit that the brand can own in the hearts and minds of its target audience relative to the competition.
- Preemptive – The stronger and longer customers associate your company, and only your company, with this point of difference, the better.

Work on ways to describe your point-of-difference

(d) The justification (reasons to believe)

- Fact based – You need to support your point of difference with undeniable facts.
- Include unique features, functions, characteristics, or delivery methods. The most convincing proof that the brand delivers what it promises.
- Be unique and defensible – in other words, bulletproof!

Brainstorm how you can justify your point-of-difference

Below is an example of a Positioning Statement showing how it is broken down into it's pieces:

Now craft your Positioning Statement below:



To the un-borrowed visionaries, The Entourage is the community driven pioneering education institution that enables rapid and sustainable business growth through its game changing programs delivered by Australia's leading entrepreneurs.

Breaking this down into the four elements of a brand positioning statement, you see:

Target market:

Un-borrowed visionaries

Differentiation:

That enables rapid and sustainable business growth

Frame of reference:

Community driven pioneering education institution

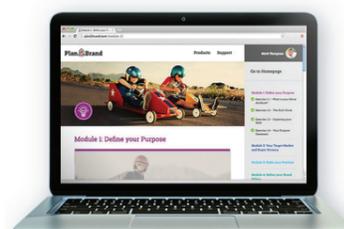
Justification:

Through its game changing programs delivered by Australia's leading entrepreneurs



A Strategic Marketing and Design company helping entrepreneurs think, act and grow like a brand.

Creators of Plan2Brand >>>>



Plan2Brand

A comprehensive self-discovery eTool that expands on the concepts in 'Differentiate to Dominate'. Stand apart from your competitors by crafting your brand strategy roadmap – visit:

www.plan2brand.com