

## BRAND POSITIONING

# Workbook

Use this proven framework to establish your brand positioning & communicate in a more effective way for better business success!

# WHAT'S BRAND POSITIONING & Why Does It Matter?

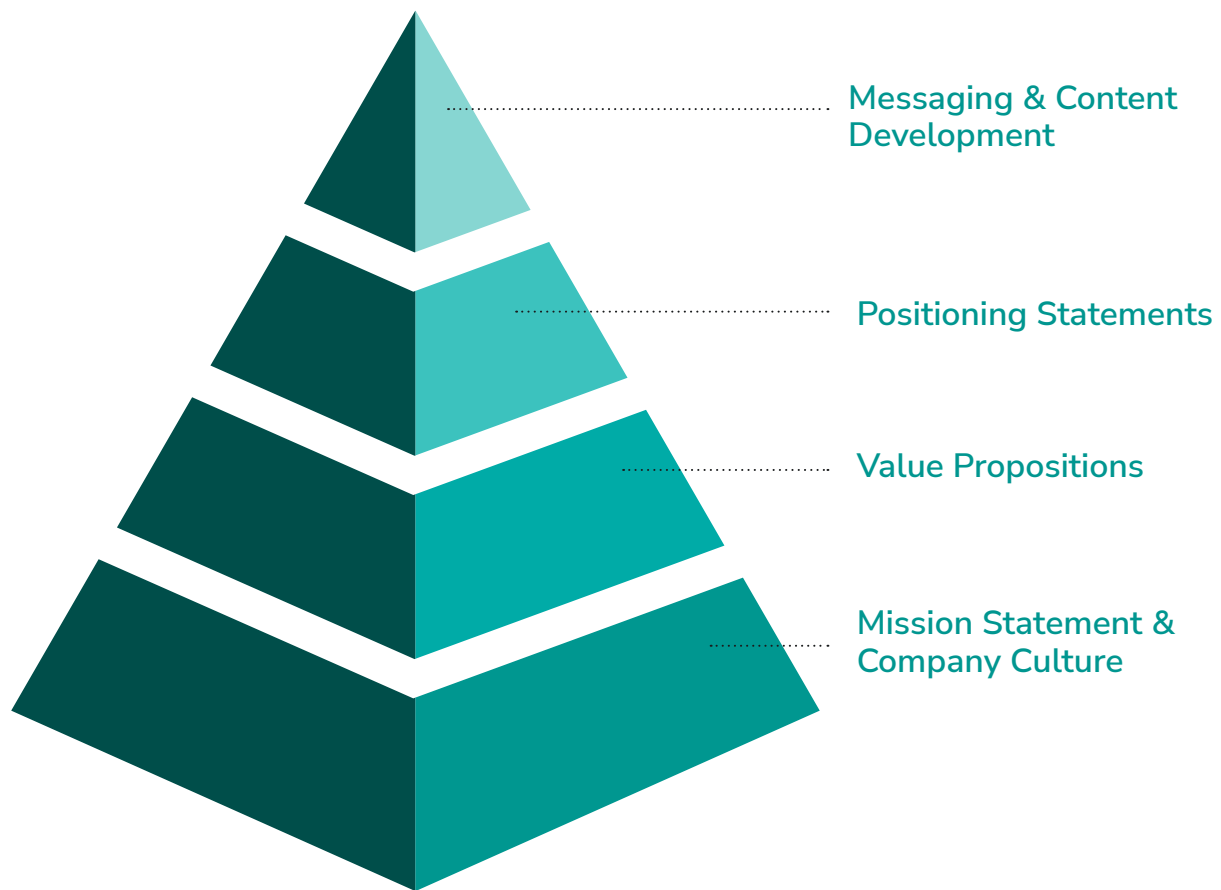
In order to understand how the world sees your brand, you must have a strong understanding of your company's "brand positioning."

Simply put, your company's brand positioning is how your company is seen by others. When existing and potential customers think of your company, what's their perception? Keep in mind that your brand positioning also addresses your competitive advantage, or what differentiates you from other solutions.

## **Brand Positioning Can Be Broken Into Four Main Components**

- Mission Statement & Company Culture
- Value Propositions
- Positioning Statements
- Messaging & Content Development

# HOW THE WORLD **Sees Your Brand**



## Workbook Exercises to Help You Succeed with Brand Positioning

If you're ready to establish your brand positioning, but you're unsure of where to start, this Brand Positioning Workbook will guide you through the basics of branding and help you shape the right message to attract the right audience to your company.

Using our proven framework, you'll take a closer look at your buyer personas, their wants and needs, and what sets your brand apart from the competition.

Type directly into this PDF or print it out and write in your answers. If you run into any issues along the way, feel free to [reach out to our team for help](#).

## **6 STEP FRAMEWORK FOR Crafting the Right Message**

1. Solidify Your Company's Culture
2. Take a Closer Look at What Customers Need & Want
3. Dig Into the Value That You Can Provide
4. Define Who Cares About That Value
5. Identify Your Market Differentiator
6. Tell a Story That Reflects Your Company's Value & Attracts the Right People

# STEP 1: Solidify Your Company's Culture

## What's Your Company's Mission Statement?

Do you see it as foundational to your products or services?



## What Are Your Company's Core Values?

Are they reflected in your products & services?



## Are You Customer-Centric?

Is there room to improve? If so, how would this impact how you serve your existing & potential customers?



## STEP 2: Take a Closer Look at What Customers Need & Want

### At a High Level, What Do Your Customers Want?

**Example:** A website that brings in more leads.



### At a Deeper Level, What Are Your Customers Actually Wanting?

**Example:** To grow their business.



## Now, Group Those Wants & Needs Together

Look back at your ideal customer's wants and needs and try to identify any commonalities. **Narrow down your customers wants and needs to 3-5 things.**





## STEP 3: Dig Into the Value You Can Provide

Based on the needs and wants you've identified, specifically think about your company. How can you meet those needs?

List the value your company can provide here.

**Pro Tip:** Although your customers may ask for “a new website that increases leads and traffic,” if that’s the only value you provide them with, you’re selling them short. Your true value is in a partnership that equips them with actionable insights, reliable data, and trusted expertise that not only translates into a high-performing website, but also sets them up for business growth well into the future.



## STEP 4: Define Who Cares About the Value

The next step you need to take in creating the right messaging for your brand is to establish positioning statements.

Positioning statements are an extension of your company's value proposition and should be segmented based on solutions or buyer personas.

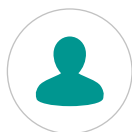
1. Your positioning statements are the pillars for your overall brand & messaging
2. Your positioning statements should include **functional & emotional benefits** tied to your solutions
3. Ask yourself the question, “Why should a customer choose our solution?”

There are two approaches to creating positioning statements: by buyer persona or by product and service. As a best practice, it's preferable to do both approaches. But, if you're limited on time, do the one that makes the most sense for your business.

# Positioning Statements by Buyer Persona

Buyer personas are semi-fictional representations of your ideal customers based on data and research. They help you focus your time on qualified prospects, guide product development to suit the needs of your target customers, and align all work done across your organization (from marketing to sales to service). Establishing buyer personas helps you understand both your current and prospective customers better. It also makes it easier for you to tailor your content, messaging, product development, and services to meet the specific needs, behaviors, and concerns of your target audience.

**Who are your buyer personas?** Who benefits from the value your company provides? List them here:



# A Closer Look at Your Buyer Personas

Use the buyer personas you identified in the previous chapter and list them in the top row of the chart below. Then, answer each question in column 1 for all of your buyer personas.

	List Buyer Persona Here:	List Buyer Persona Here:	List Buyer Persona Here:	List Buyer Persona Here:	List Buyer Persona Here:
What problem is this customer experiencing?					
How are they currently going about it? How are they trying to solve this problem?					
How does this make them feel? (The good & the bad)					
How does this persona establish trust before making a decision?					
What relief or solution do you offer this persona?					
How can you make this person's life better?					

## Positioning Statements by Product or Service

Now, let's look at how your products and services bring value to your customers.

List your primary solutions or services here:



# Positioning Statements by Solution

	List Solution Here:	List Solution Here:	List Solution Here:	List Solution Here:	List Solution Here:
Who does this solution serve?					
What problem does this solution solve? What need or want does it meet?					
What relief does this solution bring? How does it make a person's life better?					
How does this persona establish trust before making a decision?					
How is your solution different than the competition (or from making no change at all)?					
How is this solution an extension of your company's core values or mission statement?					

## STEP 5: Identify Your Market Differentiator

### What sets you apart from your competitors?

How is working with your company better than not making a change at all?



Think back to your customers' needs and wants. Reflect on existing solutions to those problems from other competitors: **Are there any market gaps? If not, can you create any?**



Your company provides a lot of value to your industry, but is there still something getting in the way of a sale? **You'll need to ask yourself the question: Does our company's value outweigh the barrier to sale?**



## **STEP 6: Tell a Story That Reflects Your Company's Value & Attracts the Right People**

By walking through this proven framework, you've laid the foundation to create the right message at the right time so you can attract the right audience!

Through these exercises, your entire team should have a better idea of how to talk about your company and its solutions in a way that makes sense!

**If you're still concerned about how to write the right message and most effectively position your brand, our team is here to help!**

**Let us know how we can help you get the most out of this framework!**

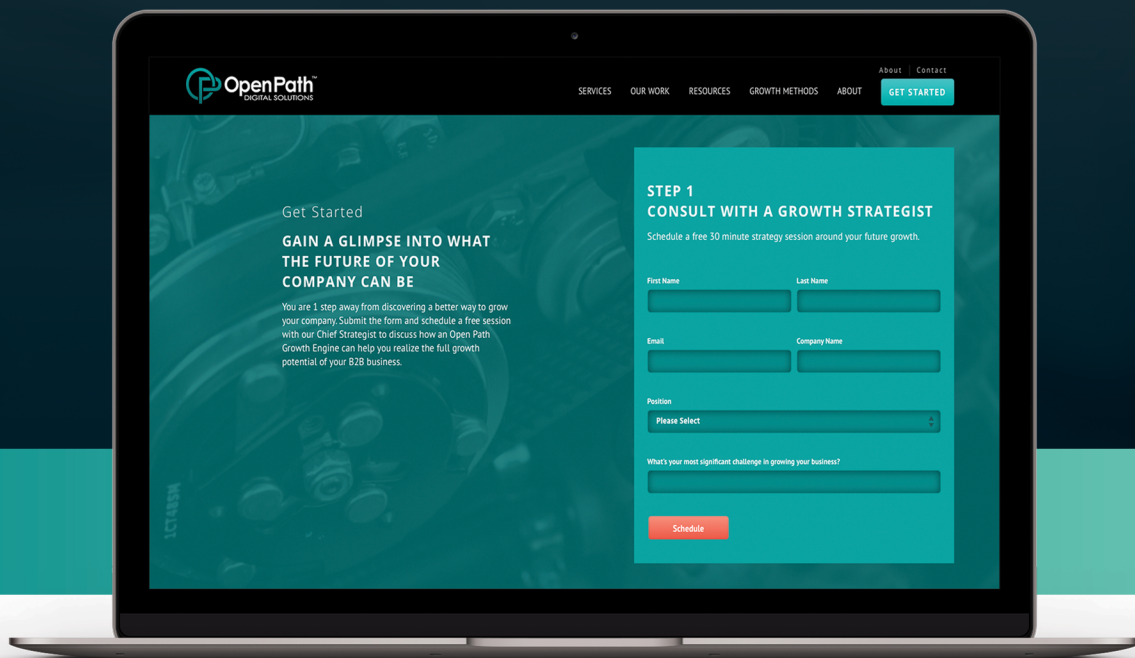


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